

ELECTRICAL MERCHANDISING WEEK

MARCH 7, 1960

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

New Feature This Week

WHAT'S GOING ON...

... in key markets all across the country. You'll find out—each week—thanks to our unique regional round-up which begins this week. In each issue our correspondents will report on what's new in five different cities. They'll tell you how business has been, what's selling, what isn't. More important, they'll tell you exactly what's happening today which may have an effect on tomorrow's sales. It's new, and it's exclusive, and it begins on **page 2**

THE "TWO-FOR" SALE COMES TO LIFE AGAIN

An old gimmick is revived with spectacular results. Here's how it works—and a word or two of caution on how to use it. **see page 6**

HE WANTS TO SERVICE YOUR MARKET

This Los Angeles firm has hit pay dirt in setting up service operations in seven California cities. He has plans for further expansion through leasing of specially designed trucks to other dealers. **see page 18**

THIS COIN LAUNDRY SELLS WASHERS

When he began worrying about competition from coin-operated laundries, dealer Joe Paine decided the way to lick 'em was to join 'em. So he opened his own laundry in Natchez, Miss. **see page 30**

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How BIG Is The 19-in. Tube?

TODAY: Admiral publicly introduces the first 19-inch television set. And other companies already have sets in the works.

LAST YEAR: The big hit was another new tube size, the 23-incher, which has taken a steadily increasing bit of the market.

TOMORROW: There's no question that the 19-inch set is here to stay. But industry is wondering how big a chunk of the market the new tube will take—and whether the public will prefer the bonded or non-bonded variety.

And there's no pat answer to any of the questions or impending problems. There is, however, for the most part, enthusiasm for the 19-inch set as the industry's latest magic number.

First out today with the 19-incher, Admiral has abandoned the 17-inch set and possibly the 21. As of March 1, the company discontinued production of the 17-inchers. Right now, Admiral says, there is no factory inventory of the sets and the quantity at distributor level should be gone in three weeks.

If by June 1, Admiral finds there is still sufficient demand for 21-inch sets, the company will continue to manufacture them. If not, Admiral will scuttle that set, too.

The company's 1960 production estimates break down this way: no 17-inchers, 35% in 19-inch sets and 65% devoted to 23-inch sets. There's one "if" in the figures. If the company decides to continue producing 21-inchers, they will be absorbed in the 65% now devoted exclusively to 23-inch production. In any event, the 35% planned for 19-inchers will remain constant.

The market's 17-19-21-23-inch mix, enough numbers to start a small bingo party, is drawing mixed reaction within the industry.

One school, figuring you can catch more fish with a bigger net, reasons that the customer should be given as large a choice as possible.

"That's the opinion of our marketing manager," explained a General Electric spokesman in Syracuse. "With that mix on the market, the customer is bound to find something she wants to buy."

But Ben Abrams, president of Emerson, believes that all four sizes on the market only will lead to confusion.

"It doesn't sound practical," he explained.

Where will the 19-inch sales come from?

Active speculation on that puzzler produces a wide range of educated guesses. On the whole, industry's feeling is that the 17-inch set isn't dead—yet. And eventually the 19-inchers may undercut both 17- and 21-inch sales.

To Philco, introduction of the 19-inch set looks like a double-edged sword ready to slice into both 21- and 17-inch sales.

"If the 19-inch set is sold to a customer who wouldn't have bought a 17 or 21," explained a Philco spokesman, "then it will stimulate sales."

Continued on page 8

BUSINESS BRIEFS

● Can you deduct lobbying expenses from your income tax? Both the Supreme Court and Internal Revenue Service recently ruled you can't. But a number of groups—from the AFL-CIO to the U. S. Chamber of Commerce—say the regulations infringe on their basic rights of free speech. So Congress is being asked to straighten out the confusion.

● Frigidaire is the latest addition to the crew of the good ship "Dealer Training," currently steaming full speed through the industry. C. H. Menge, general sales manager, describes the company's program as "human-centered." Courses will develop your ability to sell the motives and needs of your prospect, to translate what you know about the product into human terms he can understand.

● Want to see the first custom-designed "total electric" Gold Medalion Home in the country? It's in Tampa, Fla., a co-project of the Tampa Electric Co. and Westinghouse. And it's only one of 16 "total electrics" commissioned by Westinghouse. The others will materialize later this spring. Some of the Tampa house's features: A year-round controlled environment through air conditioning and baseboard heating units; "every available" built-in and portable electric appliance.

● Introduced as "another Zenith answer to Japanese transistor radio imports," the new "Zenette" is vest-pocket size, goes for \$39.95. The tiny transistor has a 2 3/4-inch speaker and is said to operate up to 100 hours on three penlight batteries. Looking like a camera—with its pebble grain finish—the Zenette comes in five colors.

THIS WEEK'S COLOR TV

MONDAY (All Times E.S.T.)

6:30 A.M. (NBC) Continental Classroom (Monday-Friday)
11 A.M. (NBC) The Price Is Right (Monday-Friday)
12:30 P.M. It Could Be You (Monday-Friday)
10 P.M. (NBC) Steve Allen

TUESDAY

8:30 P.M. (NBC) Ford Startime
9:30 P.M. (NBC) Arthur Murray

WEDNESDAY

8:30 P.M. (NBC) The Price Is Right
9:00 P.M. (NBC) Perry Como

THURSDAY

9:30 P.M. (NBC) Tennessee Ernie Ford Show

FRIDAY

8:30 P.M. (NBC) The Bell Telephone Hour
9:30 P.M. (NBC) Masquerade Party

SATURDAY

10 A.M. (NBC) Howdy Doody
10:30 A.M. (NBC) Ruff & Reddy
7:30 P.M. (NBC) Bonanza
9:30 P.M. (NBC) World Wide 60

SUNDAY

9:00 P.M. (NBC) Dinah Shore

REGIONAL ROUND-UP:

A new, exclusive, EM Week survey of key cities across the nation which shows you how business was last week. Watch for it every issue.

EAST . . . BOSTON—Appliance sales continued very soft in most outlets here last week, although perhaps hardening a little over the rest of the month, which has been behind last year's figures. About only bright spot was the Washington's Birthday promotion which gave some stimulus. White goods and stereos were among the weak items; television, housewares were steadier. Jordan Marsh ads pitched most at ranges, dishwashers, home laundry, stereos. Gilchrist's "Leap Year Day" sale emphasized automatic washers, vacuum cleaners.

Richard Hootstein, manager of Top Discount, Inc., in suburban Somerville, said: "We have thrown out most of our appliances here. Customers come in with lists comparing prices elsewhere. People will spend \$20 and \$30 looking around, more than they can save. A lot of furniture stores are giving up appliances because of low markups."

SOUTH . . . MIAMI—The sun is smiling down on a good many reasonably satisfied, if not elated, dealers as the winter season wanes. Though January sales sagged somewhat (\$2 million to be exact, with most of the slack-off coming in commercial equipment), the market strengthened in February and, according to Vice President Henry Keele of Florida Power and Light Co., the early setback bids fair to be varied within several months in a steadily rising tide of sales. Most dealers felt they were off to a fairly good start in the first 60 days of the year, although white goods were generally no better than even or a little off from the comparable period in 1959. Television showed respectable, and in some cases, impressive gains. Hot shots—these were nominated for products to be watched in '60: G-E's frost-guard boxes (by Thomas Mullane, manager of the local S and D Branch); Frigidaire's first 13-foot double-door frost-proof; the FP13B (by veteran dealer Harley Collins); and any and all of the 23's (by one of the city's top television specialty houses).

WEST COAST . . . LOS ANGELES

—Buying patterns during the first two months of the year have caused a modification of the earlier optimism of appliance dealers going into 1960. The outlook was for a boom year, with the possibility that sales would be up 15% over 1959. Now dealers feel that 1960 will see about a 5% rise.

General business conditions nationally and locally brought a general lull in appliances between Jan. 20 and Feb. 20. This was attributed to growing awareness of buyers that their own welfare is contingent on

the general economy. Locally, there has been some softening in the defense industry, including large layoffs at the engineering level. And any vibrations in the defense industry automatically reverberate throughout the rest of the local economy.

Prices are generally firm, and healthier sales are being anticipated in the majors for March and April. A drop in prices has caused a spurt in sales of American-made transistor radios. And, with the RCA transistor now selling for \$26.95—not the \$34.95 to \$39.95 of a year ago—even greater volume is predicted during spring.

SOUTHWEST . . . HOUSTON—The big chains report "steady" business, but the little dealers are hurting. "February was the worst month I've had in 13 years," said Jim Hulme of Hulme's Appliances. The dealers generally blame heavy rains and unseasonal cold, idling thousands of construction workers; for the poor business.

However, the unspoken villain was the discount house. They are mushrooming here. Dean R. Benton, vice president of J. A. Walsh & Co., a major distributor, said: "We're undergoing a merchandising revolution. People today will buy where they get the best deal for their dollar." E. L. Crumpacker of Crumpacker Distributing Corp. said his sales were off 10% as compared to same time last year. His concern is still suffering from effects of steel strike, he said, and the "inactivity in oil operations." Benton, however, said his firm is "ahead of last year's volume." Hot items: color TV and the new RCA-Whirlpool line, "my best item in history."

MIDWEST . . . KANSAS CITY—In the last 10 days, metropolitan Kansas City has had an abnormal eight-plus inches of snow, and two weeks of below-freezing temperatures, which appear to have had some impact on finance merchandising. One official at major dealership had a one-word description of business: "Horrible." Said the official: "We've tried all kinds of advertising—newspaper, television, radio and direct mail, and nothing has worked." He said the snow and cold were to blame. Prices, meanwhile, have softened.

The snow, however, hasn't effected some other dealers. Malcolm Magers, owner of Vesto, Inc., said his February business is up 42% over the month in 1959, and that January was double. His volume is in TV and stereo, and Magers attributed his Magnavox line as the main reason for business upturn. This quality line is carrying the operation, he said.

Big Markets in 'Little' Co-ops

There were 6,000 of them in St. Louis. The men ran to big hats and slow voices; their ladies ran to a more modish pattern—and also, the men said, to St. Louis' inviting shops.

They came from places like Americus, Ga.; Berryville, Ark.; Muleshoe, Tex.; Ubyly, Mich.; Mountainair, N. M.; and Cynthiana, Ky.

Their business cards were exotic, too: Singing River Electric Power Assn.; Lone Wolf Electric Co-op; Northern Lights; Runestone Electric Assn.; and the Choptank Electric Co-op were some of the names on them.

They were members of the National Rural Electric Cooperative Assn. at its 18th annual meeting.

And, according to J. J. Anderson, manager of Westinghouse's major appliance division, they provide the power used by 10% of the nation's appliance market.

That explains the presence of Westinghouse and all its appliance-making competition in the NRECA exhibition hall and in hospitality suites each night. The exhibitor list ran over 1,000 names long, including makers of anything and everything an electric utility can use. Or merchandise and promote.

NRECA members serve over 4 million meters, they say, which—at the rural average of four persons to the meter—is a tidy 16 million customers.

This year, NRECA celebrates the silver jubilee of rural electric power, signed into law during the depression by President Roosevelt, and known familiarly as REA. During its 18th annual meeting, NRECA announced its jubilee with what's become a modern coming-of-age gesture: An ad in "Life."

Discounter's Gimmick: Free Lifetime Service

Discounts, Inc., four-year-old chain of eight Pittsburgh and western Pennsylvania TV and stereo stores, is confident it can offer its lifetime service policies to customers and still make money.

How Discounts, Inc., manages this is a bookkeeping secret, however. "You have to sharpen your pencil a little bit," said President Zolton Kaufman. "And you need a large service organization to offer it."

His philosophy is that "anything different is good," tied in with the chain's basic premise that "The more you spend in advertising the better the sales are." He is constantly promoting.

Actually, the free-service guarantee is basically a one-shot deal. Discounts did it last year for two days, this year for a full week, selling "at usual discount prices—about 20% off suggested list prices." Prices, says Kaufman, did not change during the special week.

Discounts stands behind its lifetime guarantee: Free labor, parts and picture tube, he added. Only hitch is that the customer must haul the set to a Discounts store. If a service call is made the charge is \$5.95 "maximum."

High Court Clobbers 'Fair Trade' Again

U. S. Supreme Court last week just about stopped for good efforts by manufacturers to enforce suggested resale prices in non-fair trade areas. The 6-3 ruling says Parke, Davis & Co. violated the Sherman Antitrust Act in 1956 when it attempted—unsuccessfully, incidentally—to control price-cutting on some of its pharmaceutical products in non-fair trade areas in and around Washington, D. C.

The ruling says that a manufacturer may still legally refuse to sell to customers who will not resell at prices suggested by the seller. But the ruling says, in effect, that any additional means used by the seller to get wholesalers and retailers to go along with his prices amounts to putting together a combination in violation of the Sherman Act.

Parke, Davis defended its conduct as no more than the exercise of its legal right as a seller—secured by a 1919 ruling of the Supreme Court and known as the Colgate doctrine—to pick the people it would do business with.

Justice William Brennan agreed with the government's contention that Parke, Davis went far beyond the permissible limits of that doctrine. In doing so, Brennan cites such things as Parke, Davis' pressure on wholesalers to deny price-cutting retailers a source of supply; Parke, Davis giving its wholesalers the names of price-cutting retailers who were then cut off; and Parke, Davis discussing a ban on price-cut advertising with retailers as a means of eliminating discount sales.

For the three dissenters, Justice John M. Harlan says the new ruling kills the Colgate doctrine. According to Harlan, "We are left completely in the dark as to what the purported new standard is for establishing a contract, combination or conspiracy . . ." Harlan charged the court was killing the 40-year old Colgate doctrine while pretending it was not doing so.

The new court ruling is still another blow to manufacturers who have tried various means of controlling retail price-cutting on their products. Discount houses and the repeal of some 16 state fair trade laws have forced many manufacturers—including the major electrical appliance makers—to abandon fair trading as unworkable. And in non-fair trade areas, even the efforts of Parke, Davis—which the Supreme Court says were illegal—did not succeed in stopping discount pricing. The only real future for fair traders lies in the rather forlorn hope that Congress will enact a federal trade law, now pending in both houses.

For Cory Dealers: A Bonus

For the next 30 days, dealers buying six units of any one of eight Cory electric houseware items will get an additional unit free.

The bonus is part of a drive to get the items on dealer shelves before the company kicks off its "Cory for Gifts" national consumer ad campaign, which will run through the end of 1960.

Everyone Likes Coin-Op Machines At AIL's Mile-Long Chicago Show



TEMCO ELECTRONIC TECHNICIAN Charles Gibbs, left, demonstrates a central control system for coin-op laundries at the AIL exhibit in Chicago.

Adequate Wiring and Sales: What's a Dealer's Stake?

Dealer and contractor teams for mutual gain are advocated at wiring convention

How do you help the dealer help himself? To the men at the National Wiring Sales Conference in Philadelphia, this continues to be one of the most puzzling problems in business.

Obviously, the reasoning runs, you can't sell many electrical appliances to people with inadequately wired homes. But most dealers still remain lukewarm or uncooperative about wire promotions.

Despite the dealer's attitude, a few men emerged at the Philadelphia convention with an answer: Go to the dealer, don't wait for him to come to you.

A prize example—winning an industry award from "Look" and the admiration of the convention—is the R. C. Electric Co. of Milwaukee. Today the company has 150 dealers working as part of a hard driving "Housepower team." Everyone has profited by the arrangement.

Prewiring homes means business for the dealer as well as themselves, reasoned the Pritchett Brothers of R. C. Electric. They set out to drum up action.

Dealers were supplied with booklets giving installation rates which the brothers had worked out for each unit and scaled to meet individual situations. The end result: With a glance at the booklet, deal-

ers can tell customers immediately what installation will cost on any specific appliance.

Viewing the need for adequately wired homes as part of a long-range program of education for dealers, the brothers provide consultation service and will handle any appointment dealers set up for installation or estimates in a day.

"When we first approached dealers," explained Dick Pritchett, "we met with two reactions. Open arms or suspicion. Now we've got 150 friends."

The same method—going after the dealer—is being successfully employed by a utility, the Niagara-Mohawk Power Corp. of Syracuse, N. Y.

"Our idea is to get ready for the future," explained the company's K. C. Steblen. "Future sales are at stake. But dealers are the hardest to sell the wiring concept."

Niagara-Mohawk has been running its program since 1956. Today there are dealer programs in all three divisions with 154 in the central division alone. And they all pay dues.

As part of its 1960 sales presentation, Florida Power and Light pushed the adequate wiring story at dinner meetings for over a thousand dealers.

"The dealer can't avoid it" said John Biggi of the National Wiring Bureau. "Adequate wiring is a must and it involves the dealer. The one who gets on the bandwagon first is going to be better off."

"It sure is nice," a West Virginia coin-op owner drawled, "but it's too rich for my blood."

He was looking at the hit of the 1960 American Institute of Laundering show—a coin-operated dry cleaning machine which can handle up to nine pounds of clothing for \$1. What stopped him was the price tag—a cool \$5,300.

Made by Standard, Inc. of Dallas, the dry cleaner was first introduced last September. There now are 14 of them in use, all in coin-op laundries. The machine has two nine-pound cylinders operating independently of each other, needs no boiler and requires only 220-volt wiring, plus venting. It will handle any dry-cleanable item, although styrene buttons must be removed first and users are advised to fold the items and press them at home with an iron.

There were plenty of other exhibits at the Chicago show—at least 800 of them. Originally geared only to the commercial launderer, this year the show played heavily to the coin-up industry.

Temco Aircraft Corp., for instance, introduced a central control for coin-ops. The system will operate up to 48 washers and 20 dryers from one central location. Coins are fed into the master control panel, which in turn activates the machines. Money drops into a tamper-proof safe bolted to the floor.

The system, which Temco tested in Dallas for two years before showing at the exhibit, sells for about \$2,000.

Forse Corp., a major maker of commercial laundry equipment, popped into the coin-op field at the show with a double-load washer which has an 18-pound capacity.

Frigidaire's new commercial washer comes in four colors (yellow, pink, turquoise and white) and completes its cycle in 17½ minutes, about 2½ minutes less than most other units.

Marquette Appliances, Inc. of Minneapolis was at the show to sell its private labeling plan. Any distributor who buys a carload of Marquette units (90 washers) can get them under his own brand name.

Duplex of San Francisco and Hammond of Waco, Tex., both showed big-capacity (20 to 25 pounds) washer-extractor combinations.

The trend was toward bigness. Commercial washers with 20-, 25- and 40-pound capacities are no longer unusual. American Laundry Machinery Co., another big commercial manufacturer, already has pushed more than 100 40-pound units into its subsidiary Econ-O-Wash coin-ops.

All big companies were there. Maytag, Norge, Kelvinator, Speed Queen and even Motorola—not with a white goods line, but rather with its two-way communications system for delivery truck fleets. And their message was clear. It's a big year for the coin-op people.

Better Management Means Profits

Many Obstacles Block Whirlpool Importing

It wouldn't be safe for company's quality control and selling programs, the board chairman believes

But Whirlpool has offices in the Orient and Europe, mostly as "listening posts," Board Chairman Elisha Gray II told an EM Week editor in an exclusive interview on the West Coast last week. "We aren't and can't be blind to the many advances in design and manufacturing techniques originating outside this country," he stated. One day progress abroad may make possible the importing of appliances for sale under the Whirlpool label, or the establishment of Whirlpool manufacturing facilities abroad, Gray indicated. In the meantime, these problems stand in the way:

Communication of ideas is difficult, Gray pointed out. "It is difficult to establish liaison between a company here and one abroad with its different system of measurement and often different interpretation of design ideas. Components are the easiest to order, but even just the development of a timer across the ocean presents many problems."

Delivery dates are difficult to schedule when production lines are abroad, Gray pointed out, "... and the appliance business is a fast track! Quick changes in models, etc., are necessary for a manufacturer to meet unforeseen and unpredictable economic or competitive market variations. Obviously it is hard, if not impossible, to meet these changes when working across several thousands of miles."

Quality control is jeopardized when production lines are abroad—whether the appliances are being made by a foreign concern or by an American manufacturer producing there with foreign labor, Gray said. Proximity of a domestic manufacturer's production controls to the reactions of the distributors, dealers and consumers concerned with the quality of each model was indicated as a major factor. Whirlpool's board chairman said the company has one out of 10 employees engaged in quality control.

Importing is not the answer to price in the present competitive market, and the appliance imports of other manufacturers are not presenting a problem to Whirlpool's activity, Gray concluded.

Chicago Co-op Is Buying

Better Electric Appliance Merchants, the BEAM group formed by four Chicago appliance dealers last August to co-op advertising and promotions, now has become a full-fledged buying co-op.

The four dealers operate six stores in Chicago and three suburbs. Although they are doing a substantial part of their buying through the co-op, each one of them still does his own warehousing.



QUESTIONS AND ANSWERS concerned this panel of Whirlpool air conditioner dealers in Las Vegas. On the panel were John Hines, moderator; John Jordan, Dallas; Syl Kaplan, St. Louis; Curtis Head, Abilene; Earl Duboise, Chicago; Warren Munch, New Orleans; Lou Gatlin Jr., Memphis; Wesley Edmondson, Houston.

Air Conditioning Pros Sound Off

Gathered in Las Vegas to show Whirlpool's plan for NARDA-like regional sessions on management, dealer-members of a panel gave these answers, condensed by EM Week:

"How do you establish and maintain a store identity in your newspaper advertising?"

Lou Gatlin Jr., Memphis—"We advertise unstandardized so that it is immediately recognized by the public. We use white copy on black background. We want to hit the mass market with one advertisement with the name of the firm and the product for sale."

"Does the panel feel that price advertising is better than no price?"

John Jordan, Dallas—"We never price our advertisements. We can't sell the volume of air conditioners we wish over the telephone or any other way other than getting them into the store."

Wes Edmondson, Houston—"I wonder how many of us write advertisements to wreck our competition. If a competitor advertises lower prices, you organize your thoughts to kick back."

"How do you handle the surge of installations during a heat wave? Is it better to have your own installation personnel or contract for this service?"

Warren Munch, New Orleans—"... The only way you can com-

pete and take advantage of the short season is by having your own installation crew. The only way you can plan for the peak is by doing like the little squirrel does. You have a little sense in advance. Through your own people and through friends you arrange for picking up extra personnel for the summer, people interested in part-time work."

"How do you handle the problem of sales personnel during the rush season?"

Syl Kaplan, St. Louis—"We start several months before the season to train our salesmen on room air conditioners. We know that when the season hits, we must be prepared."

"Do you take part in, or avoid, the rat race of BTU advertising?"

Edmondson—"We have all kinds of BTU's in Texas. Each dealer has his choice. If someone calls my hand, I can change my hand. I believe that manufacturers could help get rid of the BTU problem by coming up with a stronger selling feature."

Earl Duboise, Chicago—"This year I intended to go into a campaign on air conditioning from an exhaust and ventilating standpoint. Our market has a short season. If we can sell people that the units will heat in early fall and will ventilate, like pulling the smoke from a poker game, and get away from cooling as the only story ... it will help us in our advertising."

"Do customers tend to buy high-end or bargain units ahead of the season?"

Jordan—"I believe that 90 to 95% of our lay-aways, dating back to November for April delivery, will be high-end. I believe that in our market the delayed buyers are the ones looking for bargains. I think that a lot of us dealers and the factories and suppliers have lost sight of the fact that people nowadays are looking for an air conditioner that will cool perhaps three or four rooms rather than seeking three or four room units as we used to sell them."



Pitch on the Pitch

FULL YEAR'S PROMOTION is outlined for key dealers by Union Electric's Shel Bascomb at a dinner in St. Louis. Added attraction at the affair: EM Week's Larry Wray.

That was the theme drummed into about 600 key Whirlpool air conditioner dealers meeting in Las Vegas for five days

From Whirlpool executives, the dealers heard analyses of company philosophy which would back up the dealer-distributor-manufacturer relationship. Jack Sparks, vice president of the RCA-Whirlpool sales division, discussed the value of a dealer franchise, describing it as "... like a marriage, rewarding and profitable to both parties."

From National Sales Manager Bill Doyle, the dealers heard that their efforts would be aided during the coming season by Whirlpool's program of models designed and priced to make the dealers highly competitive, plus the backing of price protection, free flooring, sales training, new literature and a large share of the company's \$10 million advertising budget.

Four tools for profit-making were outlined as the 600 dealers were introduced to Whirlpool's merchandising plans for 1960. From J. F. Ogden they heard that Whirlpool and RCA Victor are cooperating to "... assist distributors in developing a sound core of profitable dealers through an organized retail profit management program." He pointed out that while many dealers "do a good merchandising and personal selling job, they still end up without a satisfactory profit because little attention has been paid to the fundamentals of good business management." To counteract this situation, Ogden announced a four-point program including:

A retail management manual with detailed, organized, proven programs, including essentials of profit management, planning profit, figuring break-even point, understanding financial statements, personnel selection, service, trade-ins, training salesmen, display, advertising and store identification.

Three-day management clinic to be conducted at distributors' headquarters in groups of 15.

Business management bulletins to educate dealers in management problems, with two bulletins to be issued each month. They will be "... easy-to-read copy with attention getting through cartoon letter-heads."

Analysis of a dealer's store. This step will use a "profit plan analysis book" to help the dealer analyze his operation and to show how he can put into action "specific activities for increased sales profits."

Silex Holders Okay Merger

Effective last Tuesday, The Silex Co. merged with Proctor & Schwartz, Inc., and the Proctor Electric Co. to become The Proctor-Silex Corp.

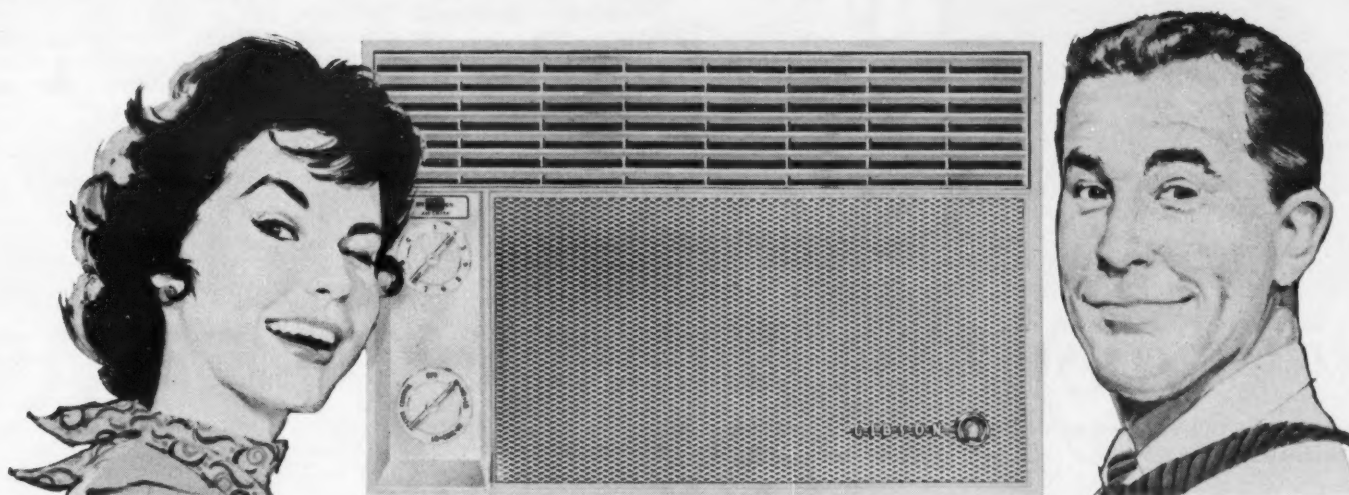
Silex stockholders gave their consent to the wedding at a vote in Hartford, Conn.

Stockholders of the other two companies, each privately held, had already voted their approval.

15th in a series
of weekly Gibson
messages to
all appliance
dealers

AIR-SWEEP!

THE ONE AIR CONDITIONER CUSTOMER-BENEFIT YOUR PROSPECTS CAN SEE AND UNDERSTAND



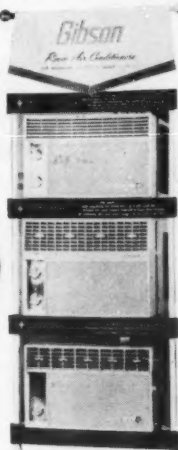
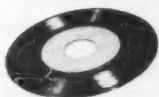
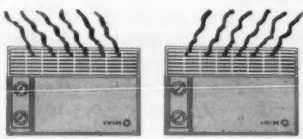
No other appliances look and operate so much alike as room air conditioners. Compressor, fan, grill, cabinet, B.T.U. rating — put them all together and they spell *sameness*.

Not so with Gibson's exclusive Air-Sweep! Here is the one sales feature you can *demonstrate* — a feature your prospects can *understand*.

How does it work? Behind the upper grill is a series of small, upright air-moving fins, silently, automatically powered by a rugged aircraft-type motor. Push the Air-Sweep switch — clean, cool air is wafted back and forth, across the room every 5 seconds.

Your prospects can *see* these fins in motion, see *how* they produce 30% more effective cooling, end drafts and hot spots.

How do you demonstrate it? Turn it on, your prospects can see Air-Sweep, they can also *hear* the Air-Sweep story by means of a startling new stereo demonstration record provided by Gibson. An actual audio presentation of Air-Sweep — the voice and music on the record



follow the air as it gently sweeps back and forth across the room. Play this record on any stereo equipment you feature — your customers will *see* and *hear*, and *buy* the exciting Air-Sweep feature. (Gives your stereo sales a nice boost too!)

Extra Sales closers 115 v plug-in, normally no special wiring required. Permachem filter kills over 99% of all air-borne germs trapped. Automatic Thermostat. Super-quiet 2-speed fan with blower wheel. 20% more coil and condenser area — compressor operates cooler, draws less wattage. Acoustical insulation assures whisper-quiet operation.

Profit Protection Air-Sweep is an exclusive patented Gibson feature — there isn't any other window unit like it on the market. No one can shop your price down because Air-Sweep is available *only* in a Gibson and *only* at your price!

For high-gross, year around air conditioner business, sell the complete Gibson line.

WANT TO HEAD FOR HAWAII BY JET IN '60?

get going... get

Gibson

Gibson Refrigerator Division of HUPP Corporation, Greenville, Michigan

Organ Line Unveiled By Electro-Voice, Inc.

Electro-Voice, Inc., well-known electronic components manufacturer of Buchanan, Mich., last week entered the growing electronic organ market. The company let it be known it was looking for dealers interested in a high-grade franchise.

Initial offerings in what the company hopes will become a long line of organs are the "Baron" and "Baroness," with suggested list prices, respectively of \$555 and \$455. Said President Albert Kahn:

"We are already far along in our development of instruments that could completely revolutionize the market for commercial, professional and church grade electronic organs. We anticipate having the first of these units available next year. In the meantime, we'll be building and refining our distribution organization to assure our customers of the finest sales and service facilities available from any manufacturer."

Sales to dealers will be made direct from the manufacturer, said Lawrence LeKashman, vice president, sales. Among the novel features of the new organs are a switch which converts the keyboard into a chord organ for novice musicians, and cabinets in oiled walnut, fruitwood and mahogany, designed by Paul McCobb.

There's a Spark of Life In the Old 'Two-Fer' Yet

Plenty of dealers are finding they still work to move home laundry equipment

No one was certain who resurrected the idea this time—Maytag thought it might have been a dealer in Baton Rouge. But by last week at least 100 stores throughout the country had tried two-for-one deals of their own.

And with home laundry appliance sales lagging (January factory sales down 8% from December, and 10% from January, 1959) it wasn't surprising that more and more dealers were hopping on the bandwagon.

Wherever the gimmick was tried—in Little Rock, in Waukegan, Ill., in Bridgeport, Conn.—it seemed to be clicking.

Maytag dealers, for example, in a number of cases were offering the model 160 single-control washer plus a low-end dryer for \$409.95—the price of the washer alone.

"Maybe a hundred of our dealers have tried it so far and it's really snowballing," a Maytag official admitted.

One Chicago area dealer tried a

"two-fer" sale and moved 124 units in less than a week—101 of those units over a weekend. In only two cases did the customer actually take the low-end dryer with the high-end washer though. Generally, they paid another \$99 and got the dryer that matched the single-control washer.

Norge dealers in Little Rock were offering a two-for-one package of their own. It worked like this:

Customers could buy a gas dryer (\$149 with a special promotional coupon) and the AWE-602 washer (open list) both for \$189 to \$199.

About 20 Little Rock area Norge dealers were involved initially, and more jumped in once the idea took hold.

Companies were warning their dealers about two key points, though:

1. Don't use the word "free" when you advertise your 'two-fer' sales. (FTC regulations.)

2. If you do offer a low-end dryer with a high-end washer, make sure you have some of the low-end dryers in stock. As the Chicago area dealer learned, there are a few people who will take the deal just as you've advertised it.

Chicago's Icy Winds Howled in the Streets

But indoors, distributors of Maytag commercial laundry equipment heard some warm words of praise while meeting in the Windy City

It was the group's second annual convention—the first held away from Newton, Iowa,—and it brought 27 distributors to Chicago's plush Ambassador Hotel. One distributor—wisely, perhaps, in view of the weather—stayed home in sunny Hawaii.

And this is what they were told:

More than 40,000 commercial laundry units have been sold since Maytag plunged into the hotly competitive field 18 months ago.

There were 1,993 Maytag coin-op laundries on Jan. 1, and they're opening at the rate of 200 a month.

Here's what 1960 will bring:

"We'll be selling to motels," Ivan Ingersoll, commercial laundry sales coordinator, told the distributors. A big "sell to motels" campaign will kick off in late spring. The coin-op units will be plugged as a convenience to motel guests, rather than as a profit-maker for the motel owner, and owners who do buy the units will display "We Feature Maytag for Guest Use" signs and billboards.

Advertising will be expanded this year, Maytag ad manager Ralph Nunn told the group. The emphasis will be on profit-potential and the ads will stress "make big money in your spare time," and "for small investors—outstanding profits." The campaign will extend from the "Wall Street Journal" and "Baron's" magazine, to the Lions' and Elks' fraternal magazines, to business papers covering the laundry, dry cleaning and mobile home fields.

Maytag also showed its distributors a package which includes everything an owner needs to give his coin-op a splashy grand opening. The package, for instance, has store decorations, two gross of balloons, 100 feet of pennants, 150 pot holders for give-aways and a complete set of instructions.

Retail appliance dealers weren't completely forgotten at the convention. Most of the distributors admitted there were at least four ways a Maytag dealer could fit into the commercial laundry picture.

Most distributors, for instance, pay commissions (usually 1 to 5%) to dealers for bona fide leads.

Some distributors will even sell a small number of commercial units to dealers for resale to non-coin-op ventures such as motels, homes for the aged, etc.

There's a good chance the local dealer can handle all servicing for the coin-op once the original installation has been made.

Finally, a number of dealers have opened their own coin-ops.

Capping the convention was the presentation of the Fred Maytag Traveling Trophy to the distributor rated highest in "outstanding performance and customer service" in 1959. The winner: Morris Equipment & Supply Co., Springfield, Mo.

Westinghouse Eyes Middle East

Westinghouse asked a convention of distributors from 11 Middle Eastern countries to "grow." The company thinks they will

Beirut, Lebanon (McGraw-Hill World News)—Westinghouse planted a tree in this city near where the fabled cedars stood. And the appliance company hopes its business in the Middle East will grow with it. The symbolism marked the consumer product sales convention here, the first ever held by Westinghouse in the Middle East.

The company sent a team from Westinghouse Electric International Company's New York headquarters to cover the whole 1960 line. They briefed the distributors on the

year's advertising program with special emphasis on sales promotion, a problem for Middle Eastern appliance distributors and dealers.

Westinghouse officials told EM Week that for the past several years the Middle East had been one of the better markets for U. S. appliances. Westinghouse volume has been increasing yearly in the Middle East and North Africa and the upward trend was expected to continue.

Iraq and Lebanon, where revolutions and civil strife made them

inactive markets in 1958 and part of 1959, have lately become "live" sales sources again, according to J. B. Deacon, director, consumer products sales division.

In Iran, where Westinghouse has 50% of the market, it is striving to maintain its sales position in the face of import restrictions and competition from West German and Japanese concerns.

With Deacon were A. B. McCloskey, vice president, marketing; E. W. B. Lewis, treasurer; J. A. Jaeger, director of sales promotion and advertising.

Mideast distributors saw for the first time the RC-5 heavy-duty commercial Laundromat, designed for half-hour laundry and apartment use throughout the world.

This was the first distributor convention to see the Waring Blenders, which Westinghouse is marketing abroad for Waring Products Corp. Fifty wives of Beirut notables were invited to the convention headquarters at the St. George's Hotel.

The convention also viewed a film demonstrating a new type of export appliance packing. Developed by Westinghouse packing engineers, the method is expected to reduce the possibility of damage in transit for appliances shipped overseas.

Coinciding with the convention, Westinghouse's distributor in Lebanon, "Etablissements A. R. Diab," unveiled a unique promotion campaign to increase store traffic. A truck laden with 28 give-away appliances toured Beirut handing out lottery tickets. They contained a questionnaire which must be brought to the store filled out with information on what appliances the ticket-holder owns, and what he plans to own.




SERVICE PIN for Kamil Hasso is pinned on the Iranian Westinghouse distributor by A. B. McCloskey, Westinghouse Electric International vice president, to honor him for 40 years of service to company. Hasso also received a gold watch during the convention in Beirut of distributors from throughout the Middle East. J. B. Deacon, director of the consumer products sales division, seems right at home, dressed in Arab Bedouin headdress.

YORK'S Exclusive

Pledge of Performance

...A Blue Chip Dividend for '60



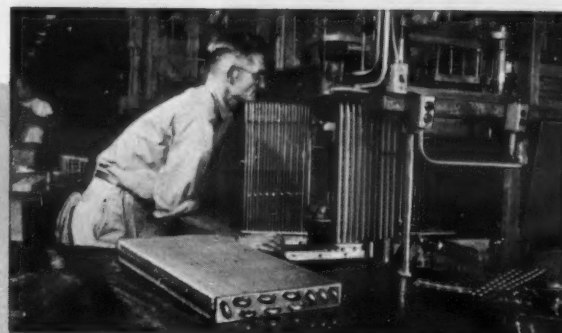
The York Corporation, subsidiary of Borg-Warner Corporation, with air conditioning and heating experience gathered over a span of three quarters of a century, now offers this...

YORK BLUE CHIP

Pledge of Performance

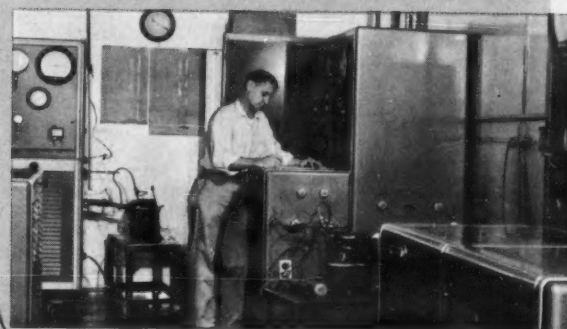
- That every York Air Conditioner has been subjected to the most rigorous testing... by the most advanced testing facilities in the industry.
- That each of the 7 key operating components has been tested separately and guaranteed to be free of defects in material or workmanship.
- That the performance of every York Air Conditioner equals or surpasses that of any comparable competitive product, regardless of price.
- That York B.T.U. capacities are certified capacities. You get what you pay for... a full B.T.U. for every B.T.U. promised.
- That every York Dealer meets the rigid Blue Chip Quality sales and service standards prescribed by the York Corporation.

MADE POSSIBLE BY...



New High-Speed Production Techniques

Include assembly lines with power driven conveyors that never stop; multi-spindle milling machines; automatic refrigerant-chargers, and punch presses.



New Advanced Quality-Control Facilities

The most modern testing instruments are used to check BTU capacities, sound levels, air flow CFM, voltages, wiring, everything.

Offers Today's Most Rewarding Sales and Profit Opportunities!

The Longest Trouble-Free Performance!

Each unit is inspected and certified by air conditioning experts using the most advanced testing facilities in the industry, insuring longer customer satisfaction, far less service calls to eat up profits!

The Finest Inventory Supply Program!

York factory personnel and distributors work with you to establish a realistic inventory program based on your special needs. You enjoy maximum turnover with minimum handling and storage costs.

The Greatest Profit Potential!

High-Speed production, rigid quality control, and quantity purchasing let you sell competitively... at a higher markup.

The Most Value Per Dollar of Purchase Price!

York's creative engineering, ultra-modern styling, and skilled craftsmanship make the big value difference!

York Puts More Into Every Unit, So You Get More Out of It

YORK

YORK CORP., SUBSIDIARY OF BORG-WARNER CORP.



**BORG-WARNER
RESEARCH &
ENGINEERING
MAKE IT BETTER**



PLUS YORK BLUE CHIP INCENTIVE BONUS

Fly to fabulous San Juan, Puerto Rico for a full week's vacation! Recreation, entertainment, sightseeing! Some will even win a dream vacation to Rome!

MAIL COUPON!

General Sales Manager
Packaged Products Div.
York Corporation
York, Pennsylvania

EM-03

Rush full details on York's Pledge of Performance and Profit Planning!

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

How BIG Is the 19-Inch Tube?

CONTINUED FROM PAGE 1

Abrams, who says that Dumont is coming out with a 19-incher next month and that Emerson will have one of its own a little later, doesn't believe that the new tube size will have any material effect on the 17's. But it will curtail sales in the 21-inch models.

"People will buy either 19- or 23-inch sets," predicted Abrams, "and in a year from now most manufacturers will be inclined to drop the 21-inch models."

Admiral sprang its 19-inch tube last week under warm, sunny conditions in Miami Beach and Las Vegas at special distributor meetings which EM Week covered.

While the rest of the industry worked on versions of the 19-incher, Ross Siragussa Jr., company vice president, sped from Florida to Nevada to tell distributors that Admiral was "solidly in third place in the television industry and pushing hard for the number two position."

In the plush Fontainebleau on Miami Beach and sprawling Riviera in Vegas, distributors took a hard look at the new set and wondered, just as everyone else was, where the 19-inch tube will fit in.

The educated guess at Sylvania, which may be first with a bonded-shield 19-inch table model (Admiral's set is non-bonded), is that the 19-inch table model may replace its bigger brother, the 21-incher.

"Right now, this is anybody's guess," said Edward Taylor, Motorola's executive vice president of consumer products. "I don't think the 23-inch set has cut out the 21. There's a price difference between the 19's and 17's, and perhaps the 17 eventually will be limited to portables."

RCA also believes that the 23-inch model will outsell 21's despite the higher price.

Here's the way G-E looks at the developing market: The 21-incher will probably become the price leader with 23-inch sets coming on as higher priced step-up models. The 17-inch set will not be relegated to a price leader and may become the standard in portables. And the 19-inch set will be a step into table models.



INTRODUCING THE 19-INCHERS at Admiral's Miami distributor show is A. A. Medica, TV sales manager. Helpers: Five of the sets and two lovely models.

At Zenith, Vice President Clifford Hunt predicted that the 19-inch set will become the top-end of the portable line, 17-inches the low-end.

But whatever the opinion, there was enthusiasm.

"We're excited," snapped Taylor. "Obsolescence is here and it will help in marketing. It's something new."

And Hunt gave the new tube a pat on the back. "The 19-inch model will enable dealers to sell up," he explained, "and establish higher levels as the 21 is doing for 23's."

A note of caution, however, was introduced by one industry official.

"Off the record," he said, "there's bound to be some confusion with this new set when it goes on the market, but a great deal depends on dealers. If they sell one set against another instead of stepping up, then there's going to be difficulty."

Admiral was off and running with enthusiasm, of course. The new set shapes up this way: portables in four series, 10 finishes; and consolettes in two series, three numbers.

The features: 114-degree deflection systems, space economy, transformer-powered chassis in all but a leader, remote tuning improved by addition of on-off controls, a noise rejection device and 10% larger picture over the 17's.

The prices: The 19's begin at an Eastern list of \$169.95 (South and West add \$10). For the leader, the Thinman, which like the other nine portables, comes within an ace of the cabinet dimensions of last year's 17's, the stepup is to \$179.95, for a leatherette finish.

The next series, Vanguard, has three two-tone decorator styled models at \$179.95 and \$189.95.

Here's where the transformer-powered chassis comes in. For another \$40, the customer can get the transistorized remote control unit.

The spread in the three model Son-R equipped Diplomat series is \$229.95 to \$249.95; while topping the portable line are Aristocrat models in two leatherette colors, each for \$259.95.

Thinnest (at 11-11/16 inches) of all the new 19's are the wood cabinet consoles. Mahogany is \$199.95 in two-model Regent series; blond, \$209.95. The single Princess console and an American Colonial piece in fruitwood are \$219.95.

Perhaps anticipating a future fuss over bonded and non-bonded tubes, Admiral points out that its non-bonded 19-inchers are lighter by 3 to 3 1/2 pounds over a bonded brother. And for Admiral at least, that carries weight. Major tube supplier: National Video.

And there's more bargain for dealers in the 19's although the tube costs more than the 17 and the deflection system is more expensive. For the most part, Admiral says it is passing these costs on to the customer.

With the transistorized remote control amplifier, Admiral owners can twirl the dial with a flourish. The viewer can turn the set on or off, change stations and adjust volume to three levels without stirring from his chair. And a new electro-mechanical noise rejector accepts signals only from the hand unit, which contains no wires, tubes, transistors or batteries.

One thing the remote won't do: Turn off the housecurrent. But Admiral claims the flowing housecurrent will cost the customer only 25 cents a year.

The company is not talking about what's inside that remote unit, but some observers guess that it's a tuning fork.

Another highlight Admiral's offering is an optional earphone or pillow speaker in its deluxe portable model. Kits for the pillow speaker have a 20-foot cord.

And the company is offering a variety of bases. Available optionally are Danish lowboys, bases on casters and tea carts.



Everyone Wants to Go to Hawaii on Gibson

TWO CHICAGO DEALERS, Charlie and Walt Smithe, left, and G. Partipilo, right, of Sampson Co., sign up customers. Winners get jet trips.

And There Were Other Hot Items...

... at the Admiral kick-offs in Miami and Vegas. Leading the list was a new chest freezer—model 16HF30.

The Admiral distributors couldn't wait to get this one into the field where it can be promoted for \$199.95, plus delivery and service. That's the price Admiral will jump into national advertising with.

The blue-gasketed leader has a lid liner to match, a snow white interior, a basket, divider and lock. Admiral left little doubt as to the prime target of this one.

From the 16HF30, dealers will step to the 16HF40, another chest. List on this one, \$249.95, including delivery and service.

Thin-wall insulation gives both boxes the same outer dimensions as 1959's 13-footers.

Final new freezer is the 16VF40, a 16-gross-foot upright with blue interior, four food shelves, five door shelves, a lock—and suggested list of \$249.95.

A nine-footer for \$166.67 leads Admiral's 1960 refrigerator line, which includes a 14-foot, two-door box for \$279.95, and a pair of dual-temps.

Twelve new transistor radios in half-a-dozen series also caught the distributors' fancies. Again, a hot price led things off—in this case \$29.95 for all three colors in the seven-transistor Spartan series.

Behind the entire new line, Carl Lantz, president of Admiral Sales Corp., happily pointed out, will be a heavy national magazine schedule, breaking April 7, and a major market newspaper drive.

Now EM Week goes to Market with you. When you head for the Summer and Winter Markets, the Housewares Shows, the Music Show and others—fear not! You'll find EM Week handily on hand in strategically located dispensers (free, too). Grab yours. Reading time: one cup of morning coffee . . . and you've been briefed by a dozen advance scouts. What's new and where. How to get there and when. How to tour, eat, rest and survive. EM Week *knows* the Markets, and tells all. And that's why (in Market weeks, too) every Monday the Pros read

ELECTRICAL
MERCHANDISING WEEK



Are Electric Ranges Closing Gap?

They are coming closer to a 1-to-1 parity with gas, NEMA's electric range section says

The gap between sales of gas and electric ranges is rapidly narrowing, the group said in a report last week. And the "magic" one-to-one sales ratio is fast approaching.

The ratio stands at 1.24-to-one, based on figures for 1959 factory shipments. Compare that ratio with the 1.40-to-one for 1958 and the 1.46-to-one for 1957, and you can see the old squeeze going into effect, the NEMA section explained.

The competitive picture, seen through the range group's glasses, looks like this: Things are rosy with free-standing models, which represent over 70% of all ranges sold. The ratio of gas to electric is 1.85-to-one, a gain over the 2.06-to-one figure for 1958. "And it is in this area that the electric range is most likely to pick up momentum to reach one-to-one," the report said.

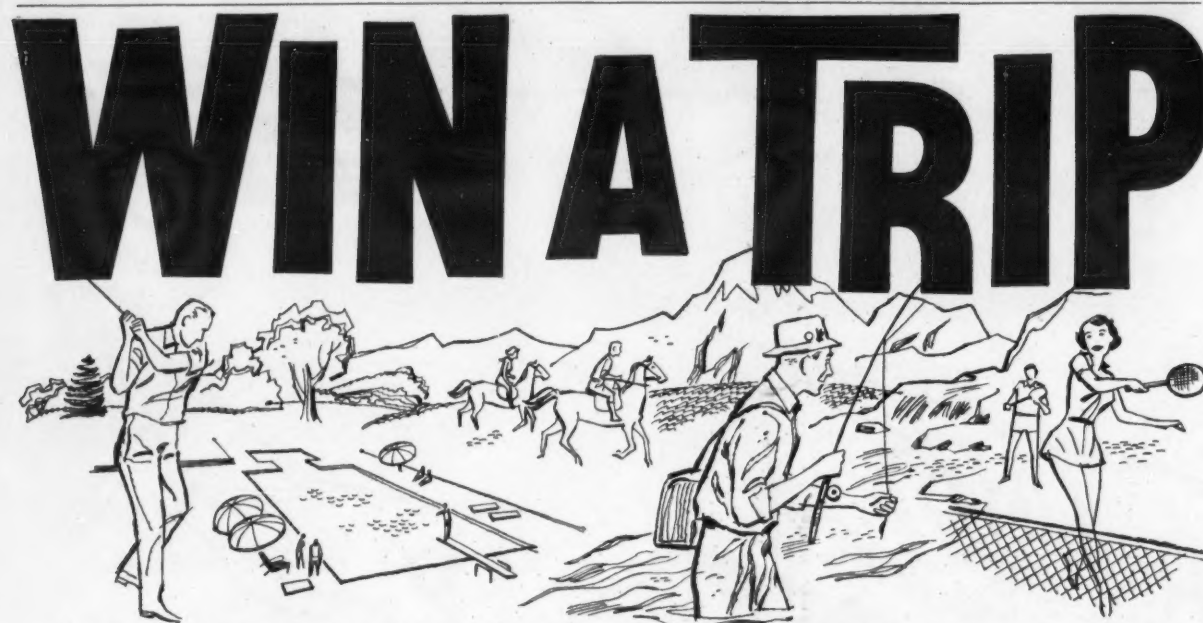
But the built-in outlook isn't so promising, according to the NEMA group. Electric ranges held a 2.08-to-one advantage over gas in 1959, but that ratio was down from 1958's 2.35-to-one. Built-ins "may well represent a trend which bears care-

ful watching," the report warned.

The group's forecast for 1960 was optimistic: 1,750,000 electric range shipments. The guess is based mainly on last year's gains over 1958: A 14.8% increase in free-standing shipments and a 37.8% gain in built-in shipments.

CORRECTION

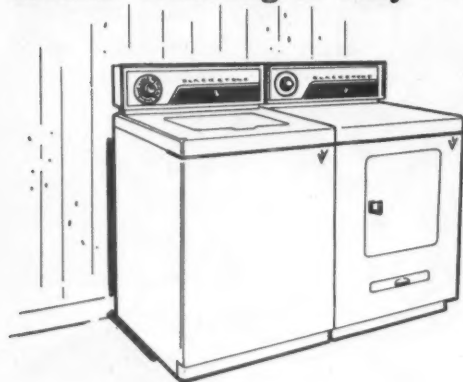
Admiral Sales Corp. canvassed 500 dealers throughout the nation to determine the state of business, not 50 as reported last week (EM Week, Feb. 29, page 2) because of a typographical error.



BLACKSTONE'S ALPINE HOLIDAY IN THE BEAUTIFUL LAURENTIAN MOUNTAINS OF CANADA



Just get to the nearest airport and Blackstone takes over from there for an all expense trip to the Laurentian Mountains, north of Montreal, Quebec. What could be better during the dog-days this summer. Contest closes July 15, 1960. Your nearest Blackstone distributor or district sales manager has complete details. Winning is easy . . . hop aboard and go Alpine-Buy Blackstone.



ALPINE SPECIALS

Counting for extra sales and extra trip points during the contest period is this brand new automatic pair. Specially designed to be deluxe automatics with gleaming white or Stainless Steel tops and still sell for promotional prices.

Step ahead with
BLACKSTONE

America's Oldest Washer Manufacturer . . . Since 1874

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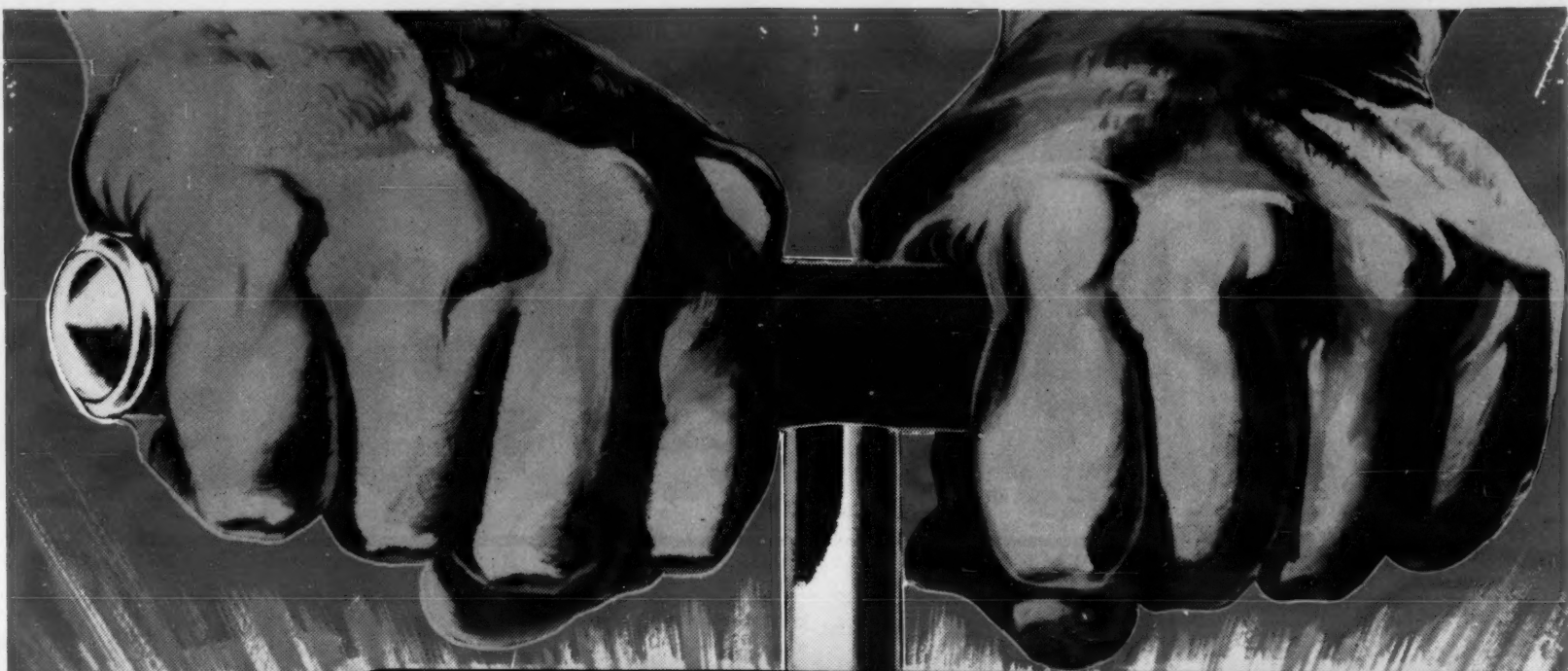
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could do it... and DOES!

It will sweep the country right along with
Admiral Avalanche 23! The most exciting
sales and advertising program in years!

ADMIRAL AVALANCHE

SEE! Another Dramatic
Admiral "First" in Portable-TV!
Nothing else like it!

SEE! A Totally New Kind of
Remote Control! Does what others
only pretend to do!

SEE! 7 All-New Transistor
Portable Radios! Exciting new
power-tone-size selling story!

PLUS New Special Models!
Admiral Refrigerators and Freezers!
New features! New "budget buy"
values!

19

*See Avalanche 19 begin to roll at
your Admiral Distributor's OPEN
HOUSE, beginning the weekend
of March 12!*

HOTPOINT SPRING

The new Hotpoint SPRING SPECTACULAR Pair is just the Spring tonic you need to spruce up your laundry sales. This great new twosome is designed and built to make your cash register bloom with greenbacks: deluxe styling and features, backed by a complete Spring Opening Sale! Check the Hotpoint SPRING SPECTACULAR feature package, then contact your Hotpoint distributor for information on his red-hot Spring Opening promotion today!



Hotpoint
SPRING SPECTACULAR
Automatic Washer and Dryer,
Models LW035 and LB035

MARCH 7, 1960

SPECTACULAR!

NEW HOTPOINT LAUNDRY PAIR FEATURED TO MAKE YOUR SPRING SALES GROW!

MODEL LW035 AUTOMATIC WASHER:

- MULTIPLE Pushbutton Wash Temperature Selection with Automatic Rinse Temperature control
- TRIPLE Timed-Cycle Control for all wash and soil conditions
- TRUE All-Porcelain finish inside and out protects against rust
- WATER-SAVING Partial Load Control
- FULL-TIME Underwater Lint Filter
- DUAL Automatic Detergent and Dry-Bleach dispenser
- BIG 10-pound tub capacity
- 5-YEAR written parts replacement warranty on entire transmission

MODEL LB035 AUTOMATIC DRYER:

- MULTIPLE Pushbutton Heat Control
- TRIPLE Heat Selection—high, low and fluff
- FULL Dry-Time Selection—less than 20 minutes for nylons, 40 minutes for cottons, up to 1 hour or more for heavy shag rugs
- BIG 20-pound (damp-dry) drum capacity
- HANDLE-FREE, Toe-Touch Door Opener
- TRUE Porcelain protection on Top, Drum and entire inner chassis
- SEALED Sheath-type Calrod® Heating Units
- Pushbutton Safety-Start Switch

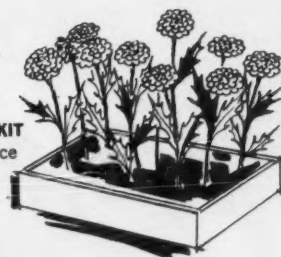
Spring into extra laundry sales with the big Hotpoint **SPRING OPENING SALE!**

POWERFUL NEWSPAPER ADS

dramatize your Hotpoint
Spring Special Values

TRAFFIC-BUILDING PLANT STARTER KIT

Now available at an amazingly low price



NO-IRON SHEET PREMIUM
to help you close the sale

COLORFUL DISPLAY PACKAGE
includes banners, price tags,
salesmen's badges

Hotpoint Dealers' profit opportunities are greater than ever before... If you're not a Hotpoint Dealer, you should be!



Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS
DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING



BROCKWELL says

'Keep Price Lists Up to Date'

To minimize unnecessary delays in completing repairs—delays which invariably follow errors in ordering materials—a servicing dealer's parts catalogs and corresponding price lists should always be complete and up to date. The catalogs are in-

dispensable for determining the correct name and item number of repair parts; the price lists, in addition to their primary function of telling the dealer what the price of an item is, serve as a guide to parts supersedures.

A serviceman who gropes with incomplete or outdated catalogs and price lists is likely to incur unnecessary costs and customer ill will at an alarming rate. For example, if the repairer does not discover an error in ordering parts for a specific job until he attempts to install them on an appliance in the field, his customer's impatience with the initial delay can justifiably turn into rancor as a second wait looms. And the extra, unnecessary (free) service call is costly enough, but you pay three times as much in shipping charges when your repairman exchanges an item ordered in error. A few such incidents each month can put a service department in the red.

Some appliance manufacturers and their area parts wholesalers will

supply their authorized servicing dealers, after they've bought basic catalogs, with supplementary catalog sheets and revised price lists on a subscription basis. The nominal charge they make for this service can be offset usually by the elimination of one error in ordering materials.

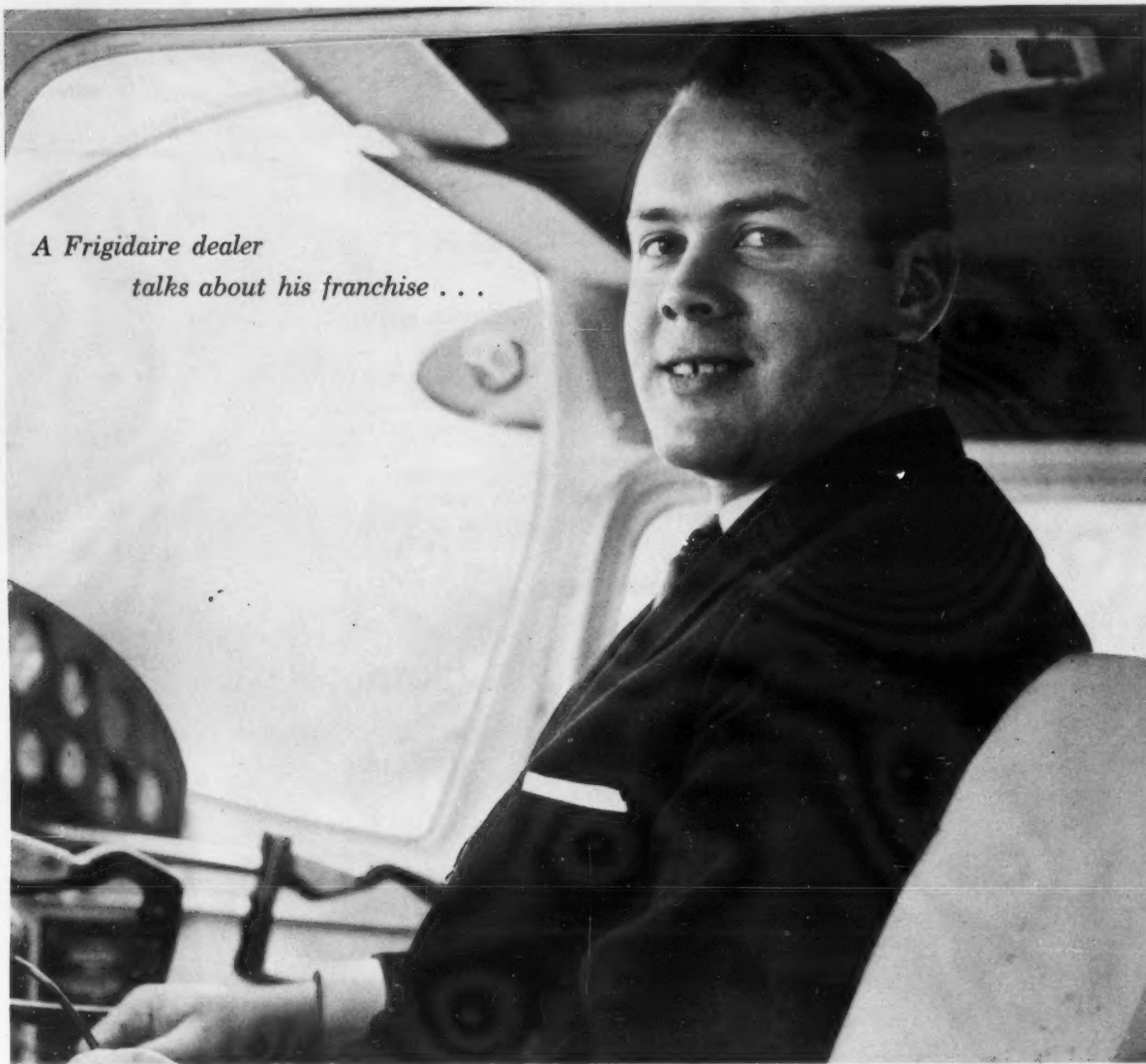
But rarely, if ever, is such an ideal catalog-updating service available for every product a dealer repairs. Then, too, some of the supplements get lost in the shuffle, especially if the repairman does not fasten them into his binder immediately on receiving them in the morning's flood of mail which inundates businesses.

It's a good idea, therefore, to have your serviceman take an hour or so now and then and go over his catalogs and price lists and order any needed sheets immediately. Insist that he keep those books up to date thereafter.

While you're about it, it's a good idea also to get one extra set of catalogs and price lists—unless you already have them—for the office. They'll be handy for your bookkeeper when he costs repair-work sales slips and checks parts prices on invoices.

There's another reason, profitwise, for having parts catalogs in the office. But that's another story. Watch for it in a later issue.

ABOUT THE AUTHOR—P. T. Brockwell's name is a familiar one to the readers of *EM Week*. His articles on effective service management have earned him a wide following among appliance dealers and his two series of articles on repairing both major and small appliances have been reprinted in book form by the McGraw-Hill Book Co. A serviceman himself for many years, Brockwell turned to writing when eye trouble forced him to leave the service field. But his years of experience have stood him in good stead and appliance dealers all across the country have no trouble in recognizing that Brockwell knows what he's talking about when he discusses service problems.



*A Frigidaire dealer
talks about his franchise . . .*

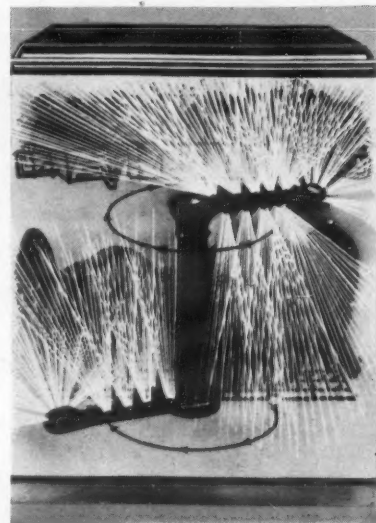
Ralph Crancer is a licensed private pilot with about 500 hours to his credit. He's also a franchised Frigidaire dealer—President of South Side Furniture Co., St. Louis—with about 13 years to his credit. Frigidaire impresses Ralph this way:

"Frigidaire owners are my best salesmen"

"When I sell a Frigidaire product, the customer almost always sends somebody else to see me. That means a really hot prospect.

She's sold before I say a word. Frigidaire buyers are repeaters, too . . . really loyal. And that's saying a lot for any line!"

Customer loyalty means two things to us: First, it proves that straight-shooting dealers just naturally make friends for Frigidaire. Second, it shows that basic Frigidaire quality keeps those friends coming back for more.



WASTE KING UNIVERSAL Correction

In our February 1 issue the illustration of Waste King's new "Z" water distributor appeared upside-down. Here's how this new system of water distribution actually looks in operation, right-side-up.

TWO GREAT SHAVING INVENTIONS OPEN BIG NEW MARKETS FOR YOU



New Remington Lektronic Shaver

TRADE MARK

Needs nothing but Whiskers! No wires...no water...no sockets...no soap!

Here is shaving that is in tune with our electronic times.

The new Remington Lektronic is the only man-sized, multiple head shaver with cordless *shaving convenience*.

Your customers can shave anywhere in the world with the Lektronic and get razor close shaves with Roller Comb comfort.

Like the first portable radio, the new portable Lektronic Shaver will open new markets — bring you new customers. Order Now!

Retail list price \$35.95

New Lady Remington

The World's First Adjustable Lady's Shaver with Roller Combs that:

- Adjust for satin-smooth legs
- Adjust for underarm comfort.
- Available in orchid, blue or gold colors.

The Most Welcome News Since Shaving Went Electric!

Retail list price \$18.50



Create Double Sales Excitement in Your Store! Order Both Today!

Products of **Remington Rand Electric Shaver** Division of Sperry-Rand Corporation, Bridgeport 2, Conn.

IDEA DIGEST

Good ideas don't always come easily, but when they do a little initiative on your part can make them prime business builders. Here are four which were successful for their originators.



Babysitting TV sets in the off-season helps to take up summertime slack at Salon of Music, Palm Beach, Fla. Owner Bill Feek discovered that excessive humidity was playing havoc with his migrating customers' idle TV sets during the long, hot summers. Hardest hit: horizontal output transformers.

So Feek enclosed a 25x40-foot space in his warehouse, air-conditioned it with a single one-ton window unit, and went into the profitable electronics storage business. His rates (including pick-up, storage up to a year, check-out, labor for minor repairs and delivery): Black-and-white TV, \$40; color, \$55; hi-fi consoles or components, \$45. Here, service-warehouse manager Jim Holway checks the stored units, which are tightly covered with heavy wrapping paper.



Fishbowl full of "meter money" buys goodwill, keeps customers coming back to Hopkins-Smith, Inc., Hollywood and Ft. Lauderdale, Fla. Here's an example of a company doing a \$2 million volume, who thinks pennies are important.



Luau lured Los Angeles ladies to a Department of Water and Power program. Once there, they attacked a lavish Hawaiian feast with their fingers, gyrated in a "housewives hula," and learned about the contrast between the traditional Hawaiian method of cooking food in smoldering pits and the modern, fast, clean, electrical way of doing it.

The program was one of a series put on by the department in an attempt to get closer to its customers. It had always had trouble reaching them because Los Angeles is so spread out, and its shopping areas are decentralized. There just wasn't any place to get a large group of women together.

The department worked a deal with the city's Department of Recreation and Parks to set up the series of joint programs at city recreation centers.

City home economists arranged the details. They usually asked someone from one of the homemaking arts fields to be guest speaker. Often, local merchants loaned equipment.

Los Angeles newspapers gave the series quite a bit of publicity—even "front-page" space. In almost every case, they used pictures.

So far, response has been great, according to the department. Telephone calls asking about equipment and other programs have been pouring in.

In the top picture, above, home economist Patricia Feagans, second from the right, shows housewives how appetizing a frozen watermelon shell punch bowl filled with refreshing fruit juices can look.

In the bottom picture, a few of the ladies get into the act as Cissy Lani, far left, gives them a quick lesson in the language of the islands.



"Haul it yourself," is the byword at Electric Appliance Co., Augusta, Ga. Partner Jim Davidson calls the used semi-trailer the company bought and put into operation for about \$1,000 "our best investment."

Electric Appliance saves several thousand dollars a year in freight charges by trucking merchandise the 180 miles from its Atlanta distributor.

How? Take one example: Commercial carrier

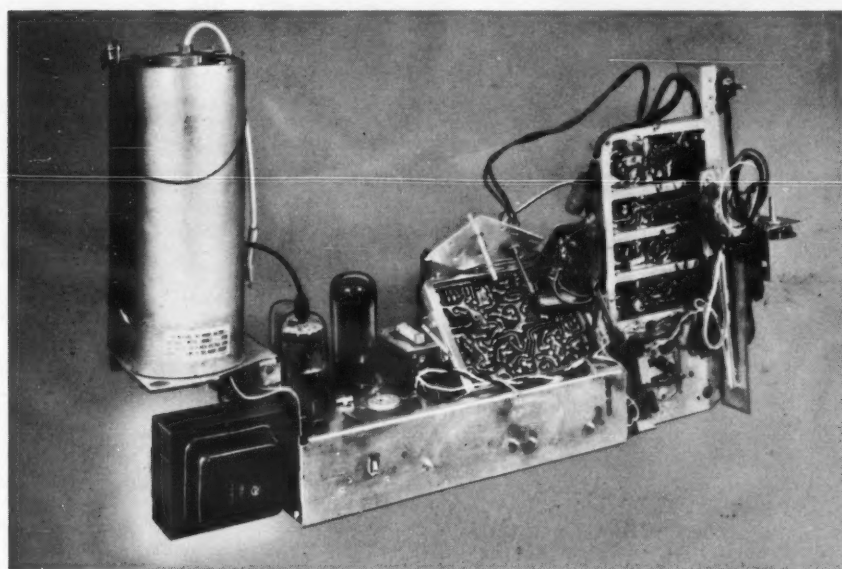
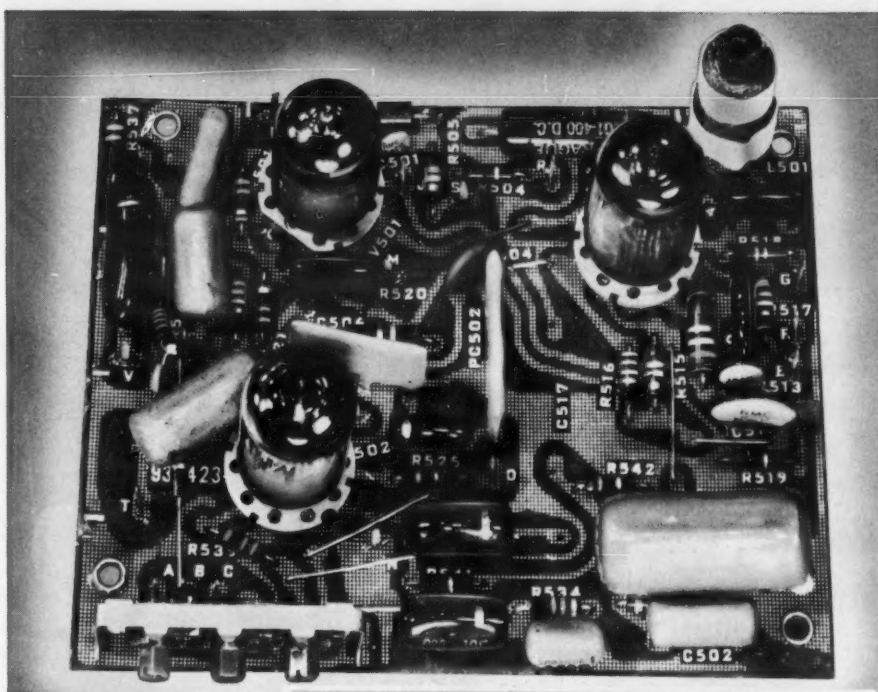
charges on a load of 20 refrigerators would come to about \$140. The truck hauls the same load for \$22 round trip—including gas, oil, driver's lunch and cost of insurance.

Other uses for the truck: To pick up used appliances bought in job lots within a 200-mile radius; to unload freight cars from the factory; to haul furniture; and to shuffle merchandise around among the two Electric Appliance stores and bonded warehouse.

Now setting new industry standards
for performance and reliability—

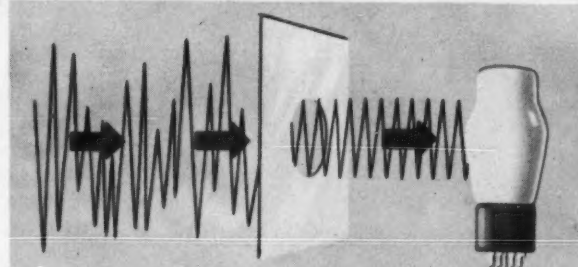
Every new RCA VICTOR TV set has all these quality features:

Security Sealed Circuitry! Copper, permanently bonded to a non-conductive panel, forms the wiring pattern for Security Sealed Circuitry. All tubes and components are mounted on the serviceman's side of the panel . . . easy to reach, easy to locate with RCA Victor's "roadmap" technique. All components have printed identification right on the board! RCA Security Sealed Circuitry seals in quality, seals out trouble . . . so reliable they are specified for vital government projects . . . proved in many millions of RCA Victor TV sets.

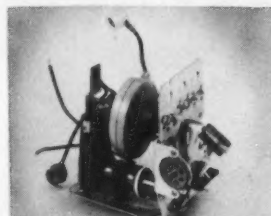


Every RCA Victor black-and-white TV has a Transformer-Powered Chassis: Not a series string in the whole line! RCA Silverama aluminized picture tube gives

greater sharpness and sparkle. Chassis design makes servicing fast, uncomplicated. These RCA Victor TV sets offer truly new high standards of performance.



New Tube Guard protects against tube-killing power blast when set is turned on, the main cause of TV failure. Every tube, including picture tube, warms up gradually and safely—lasts longer.



New high voltages (20,000 volts in many models) step up picture brightness and contrast. New Clarity Control on all Deluxe models greatly reduces "snow" and "ghost" effects.



New Chemical Fuse gives complete protection, yet doesn't blow from non-dangerous momentary overloads that open ordinary fuses.



THE MOST TRUSTED NAME IN ELECTRONICS

These and a dozen other reliability features are built into every 1960 RCA Victor TV set. No wonder RCA Victor is setting the pace for reliability and performance in the television industry, assuring you that every RCA Victor TV set is built to satisfy customers every time!

TODAY, California . . .

TOMORROW, the Nation! That's the intention of this Los Angeles service contractor who has hit pay dirt going after warranty gold. He's . . .

The Man Who Wants To Service Your Market



PRESENT AND PROJECTED ACTIVITIES of 30-year-old Edward M. Mayers, above, president of Abbot Appliance Service Co., Los Angeles, are coded on this map in his office. Meteoric rise in two years from manager of manufacturer's service department to operator of contract service in seven California cities has encouraged Mayers to look to broader horizons.



SCIENTIFIC DISPATCHING is necessary in the complex metropolitan areas served by Abbot and its branches. At Los Angeles main office, above, all calls are charted when received, using a huge street map covering the wall. Different colors and numbers are used to identify each driver and the day of the week. Men can be scheduled visually, days ahead if necessary, and it is easier to anticipate possible overloading in one area in time to assign another man and truck.

If you should see an Abbot Appliance Service Co. truck scooting through an Illinois, Carolina or Maine suburb sometime soon, don't be too surprised. It will just mean that the Los Angeles service whiz kid, Edward M. Mayers, has moved in again.

Mayers is an appliance service contractor and service franchise lessor who has parlayed his experience, and his complete confidence in the industry's need for his service, from manager of a manufacturer's service department two years ago to the presidency of a company that either operates or leases appliance service contract operations in seven California cities.

Behind Mayers' success is his skill in solving a problem of recent vintage—the need for warranty service. Says a spokesman for Abbot Service: "In-warranty service had become increasingly important to manufacturers since the advent of the 'discount house.' Reputable dealers of the past, in a seller's market and with a comfortable margin of profit, could afford to back up the factory guarantee. The 'discount house' can't or won't, and the corner 'fixit' man is no longer adequate. Appliances are too complex. Functional defects in the first year are frequent enough to make warranties imperative."

Abbot Service has contracts with Crane, Continental, Gaffers & Sattler, Mission, Mowen, Nat. Water Heater, Palmer, Tappan and Utility to relieve them of all the responsibility for delivery, installation and in-warranty service. One of two types of contracts is made with the manufacturers:

- **One method** is to base payment to Abbot on a "per call basis" for every warranty call.

- **The other method** is a "blanket agreement" in which Abbot agrees to handle the manufacturer's total volume of warranty for a fixed yearly sum. The manufacturer makes an estimate of his market for the coming year, contracts with Abbot to handle the warranty service for the number of appliances he expects will need service. Abbot charges him about \$6.00 per call. The manufacturer may contract for and pay for 1,000 calls and use 500 or 1,500. Mayers gambles that the manufacturer is likely to overestimate his service needs, because it will cost Abbot Service about \$7.50 to put the serviceman at the customer's door. Mayers gives the manufacturer a 90-day guarantee and does not charge for call backs.

In addition Abbot Appliance is gradually developing in each location a large volume of out-of-warranty service which includes repairs of refrigeration and laundry equipment. Today this amounts to 40% of the company's volume. Each year, as more of the appliances Abbot has been servicing for the manufacturers go out of warranty, paid service is expected to increase the company's total volume.



PUNCH CARD MACHINES enable minimum staff to provide maximum control over every phase of Abbot's service. Machines, above, are used to handle invoicing, perpetual inventory, daily volume analysis, and many other tasks that add to company's efficiency but which would not be practical by hand computing.



RADIO OPERATION links Abbot headquarters and all Los Angeles branches with all service trucks in the field through this central communication desk. A phone call to any Abbot branch automatically is relayed to this board where call is assigned over radio or sent to dispatching. These girls handle about 2,500 calls a month.

To provide this service, in and out of warranty, Mayers relies on full use of automation. Key to the Abbot operation is the handling of 85% of its paper work on IBM punch card tabulating equipment.

Invoicing for all units of the company is handled on punch cards, which allocate the charge to the account of a manufacturer who is on a blanket contract, bill the manufacturer who has a per call contract, bill the customer if it is an out-of-warranty call, take care of inter-branch billing or credit involved in the call.

But that's not all the electronic "brain" does for Abbot. In fact, that's only the beginning, the basic job. Here's a rundown on some of the "extras" that Mayers uses his IBM equipment for:

- Inventory control is adjusted for Abbot's main warehouse and for the branches' limited stocks as the punch card for each call is processed.

- Information from the punched cards is used to provide a daily report for Mayers showing the volume in dollars and in calls for both warranty and out-of-warranty service. These figures go onto a chart on Mayer's office wall.

- As the cards are processed they produce a record of the calls by the areas in which Abbot Service operates, enabling Mayers to determine the need for increasing, decreasing or shifting equipment or personnel.

- A service for his manufacturer customers also comes off the cards as they are processed—an accurate report of parts failures based on day-to-day warranty calls, enabling the manufacturer to correct many warranty service problems before the products leave the factory.

As a basis for expansion, Ed Mayers has been relying on franchised branches. Each operates under the Abbot name with Abbot trained personnel. The manager, or lessee, operates the branch, has a full-time telephone-radio operator and order taker, plus at least three radio-equipped trucks with Abbot trained driver-servicemen. Each branch stocks about \$20,000 (retail) worth of parts with an additional \$3,500 worth on each truck.

Each Abbot branch operation automatically acquires the in-warranty business on the products sold in its territory by the manufacturers with whom Abbot central has contracts. Each branch operates independently in procuring out-of-warranty business, but its inventory and invoicing is controlled by the IBM equipment in the Abbot central office.

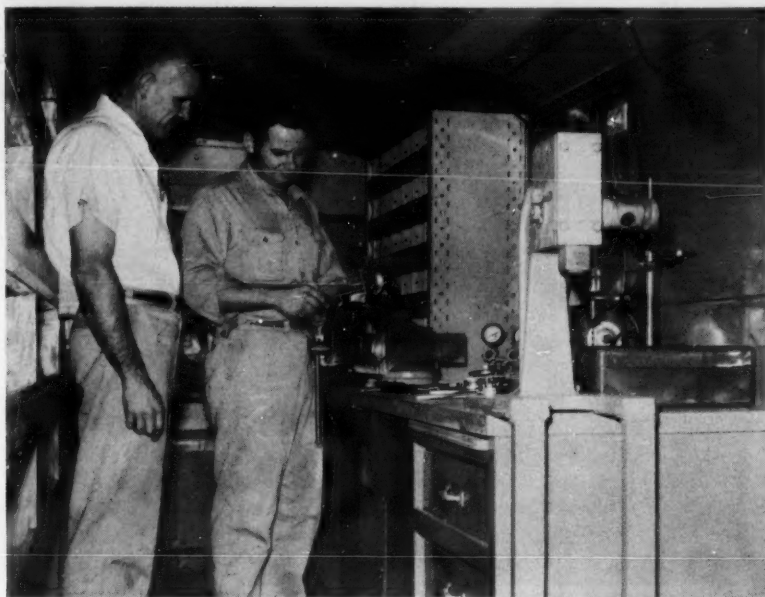


PARTS WORTH \$250,000 are stocked at Abbot Appliance Service central warehouse to supply its own and franchised repair operations. Perpetual inventory, tabulated job to job by IBM punch cards, plus elaborate coding system, keeps millions of parts adequate and active. Each branch keeps a stock of about \$20,000 worth of parts on hand. And there's an additional \$3,500 worth on each truck. Continued on next page

THE MAN WHO WANTS TO SERVICE YOUR MARKET CONTINUED



INVENTORY OF PARTS, including these gas range panels, is supplied Abbot Service according to anticipated warranty calls—a figure Abbot helps manufacturers determine through IBM analysis of calls. These parts may be owned by Abbot Service, or they may be on consignment from manufacturers, depending on individual contracts. Other stock, particularly refrigeration and laundry parts, is owned by Abbot's for company's out-of-warranty work.



ONE STOP SERVICING is sought by Abbot's. At 7 a.m., driver-servicemen report, get calls and routing from dispatcher. Next step, above, is to analyze the exact nature of the day's calls. If any of the jobs look as if they might require parts other than those normally carried in the truck's \$3,500 inventory, the men draw them from the branch's stock. Then, they're off in their trucks, ready to meet the day's service demands with maximum efficiency.

Mayers Aims at Expansion with Leased Mobile Shops

A "mobile service shop" equipped to handle any kind of gas or electric appliance repair at the home is being tested by Abbot Appliance Co. at its San Diego branch. Ed Mayers plans to lease these trucks to experienced servicemen under franchise for protected areas.

The "mobile shops" are trucks with 10-foot walk-in bodies. Speedy service calls are facilitated by two-way radios in the trucks. And the "shops" are literally ready for anything. They

sport such equipment as an electric generator, drill press, grinder, freon for refrigerators and washing machine transmissions.

The mobile shop is leased on the following basis, says Abbot Appliance Service: the lessee invests \$4,000, the cost of the inventory on his truck; he replenishes his stock from the nearest Abbot warehouse; all accounting procedures, inventory control, and billing is handled through the IBM punch card system at Abbot central

office. The lessee pays \$300 a month for rental of the truck plus \$2.50 each for the eight service calls a day which Abbot Service guarantees him. A spokesman for Abbot Appliance Service claims that the serviceman leasing such a mobile service shop can gross \$160 a day from the eight calls, with each call bringing in \$10 plus about \$10 from parts sold. On this basis, the company states, a lessee can clear \$1,000 in a 22-day working month.



TEST MODEL OF MOBILE SERVICE SHOP designed by Abbot Appliance Co. for lease-franchising to servicemen is two-way radio-equipped truck with 10-ft. walk-in body.

EQUIPPED WITH ELECTRIC GENERATOR, drill press, grinder, test equipment, freon for refrigerators, washing machine transmissions, etc., the truck has been developed under the supervision of Dell Oliver, left, manager of Appliance Service Co. in San Diego.

ANOTHER RCA WHIRLPOOL WASHER EXCLUSIVE:

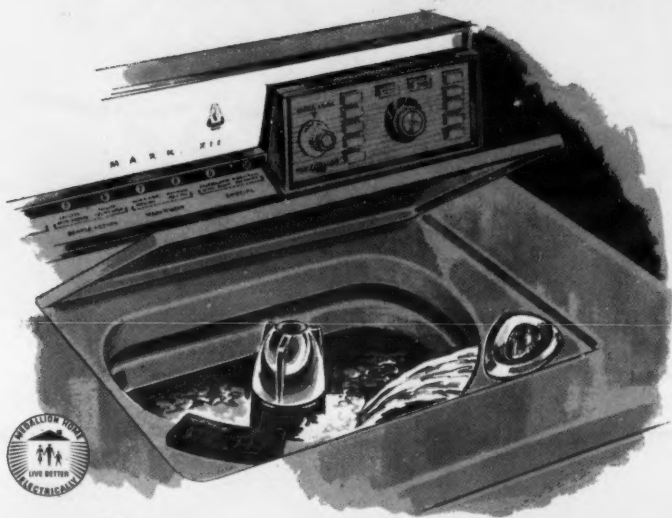
MAGIC-MIX* FILTER

...and automatic detergent blender

Now a standard feature on low-end as well as top-of-the-line RCA WHIRLPOOL automatic washers, the exclusive Magic-Mix Dispenser Filter has hundreds of Nylon "fingers" that capture and hold objectionable lint and fuzz as the water swirls and circulates through these closely-packed filaments. It works on full or partial loads and is easily cleaned under a faucet. In addition, pour in detergent . . . and Magic-Mix automatically blends it evenly throughout the wash water. Here's a sales point that housewives really understand and appreciate. Add it to all the other outstanding features in the great 1960 line . . . and you'll see why RCA WHIRLPOOL automatic washer sales keep on climbing to new records. Call your RCA WHIRLPOOL distributor for all the facts.

*Tmk.

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!



Your family will love our family of home appliances

Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Victor Scalzo, Danbury Refrigeration, considers refrigerators vital to his profit structure. So he doesn't take them for granted. He has developed a sure-fire formula for selling them—and when you examine that formula as outlined on these pages you'll discover that . . .

There Are Six Reasons Why This Dealer Sells 300 Refrigerators A Year

By JOHN A. RICHARDS

The first reason is display.

You can't walk into Danbury Refrigeration, Inc., Danbury, Conn., without bumping into a refrigerator. Owner Victor Scalzo keeps 18 on the salesfloor at all times.

There are 12 single-door units, four two-door jobs with freezers on the top, and two with bottom freezers. Five colored refrigerators—in charcoal, pink, copper, turquoise and yellow, are spotted among this massive cluster. They're all lined up in two aisles to occupy about one-third of a 36x60-foot showroom. Two of them stand like showroom sentinels, guarding each of two separate entrances.

These refrigerators range in size from 9 to 15 cubic feet, list for from \$200 to \$700. Most of Scalzo's 300 sales are in the \$300 to \$400 range. The bulk of them are Frigidaire.

"Just lining up refrigerators in two rows, like soldiers," says Scalzo, "won't do the trick."

He opens the doors on two bottom freezer units and two top freezer units. Ice cubes and a mass of food in storage become visible, tell their own story.

The second reason—live demonstrations.

"Four of these units are in full operation. We

not only talk features," he says. "We show them at work. Also, notice that we tag all our merchandise. We use list prices to start with. Every sale is handled independently after that."

And any quoting is based on the fact that Scalzo buys carload. Further, any quoting takes into account one important factor: The existence or absence of a trade.

Scalzo determines at once if a trade is involved in any sale, and if caught in a quick quote will assume a trade is involved. That cushions the firm against a customer turning around after a competitive quote and saying: "What's my price with a trade?"

A simple formula sidetracks any such forays for bigger discounts. The firm discounts about 20% off list when a customer offers a trade; 15% off list without a trade.

The third reason is service.

It clicks for Scalzo because of his basic credo. "We strive to make friends through service," he says, "so that eventually it brings us sales."

It's the way he does it that pays off. For one thing he has three white goods servicemen operating three trucks in the field. In addition, he has two delivery men. This crew services within

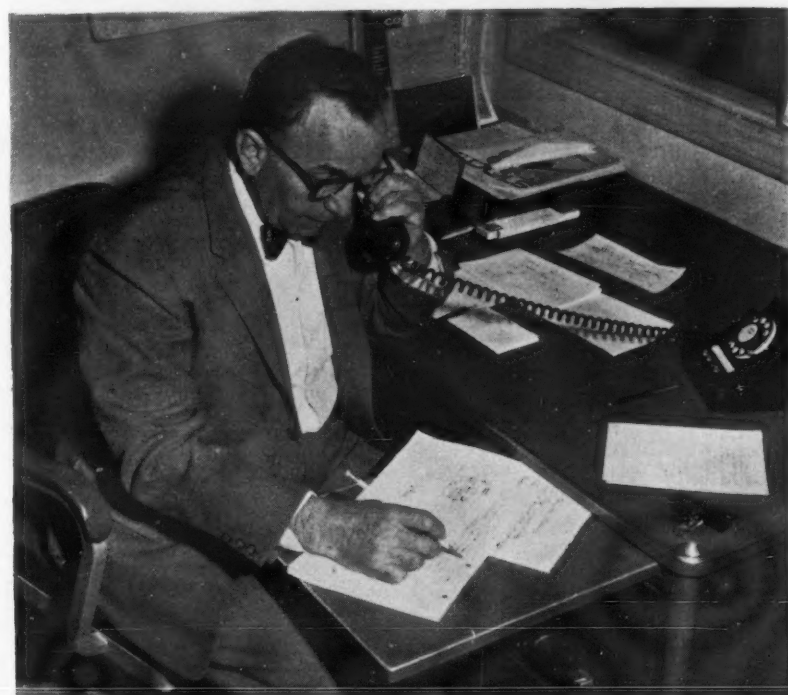
20 miles of Danbury, where something like 40,000 people cluster in surrounding towns. His field men average eight to 10 calls a day. Charges run \$5 the first hour, plus parts, \$1 for every 15 minutes thereafter. He has a parts department that runs to \$10,000 in inventory. Thus, his field men can tackle common and specialized refrigerator complaints the first time they make a call.

A fourth reason is personal service supervision. Scalzo himself operates a virtual command post for service. He estimates he's on the phone at least seven hours a day. As dispatcher and sponge for complaints, he exercises unique control over every service call.

"You've got to have a man who understands service at the service desk," he argues. "If I can prevent a foolish and unnecessary call it does two things. First, it saves a customer money, and he won't forget it. Second, it makes my own organization more efficient, and saves me money. Since we offer one-year service in our pricing structure, we've got to be careful that warranty service doesn't bleed us white. And it can. That's one reason why I maintain tight control over the service phone."



ONE FOR EFFECTIVE DISPLAY, says Scalzo, keep doors of some refrigerators open.



FOUR PERSONAL CONTROL over service is vital, keeps Scalzo on phone seven hours a day.



TWO TO LEND REALISM to sales pitch, four refrigerators are kept fully stocked.



THREE KEY TO GOOD SERVICE is adequate parts inventory, according to owner Scalzo.



FIVE FIRST STEP in handling trades is to determine which are worth reconditioning.



SIX SIMPLE RECORDS enable Scalzo to give immediate answer on delivery dates and times.

There's a second big reason why Scalzo himself handles the phone. By doing so, he can assign priorities to the calls.

"Do you have to have this done right away? Can you wait until I have a man near your area?" Those are standard queries.

"I'm not bashful about asking customers such questions," he says. "It keeps my drivers from duplicating routes, and still maintains our reputation for giving 24-hour service. I can also give a priority to a woman with three children over someone else who's in less of a hurry; or even to a dryer call over a refrigerator call without hurting my refrigerator business."

The phone technique can be utilized for two additional areas of efficient management. One, Scalzo can readily determine over the phone if the customer bought the unit elsewhere. Immediately he knows whether he'll bill or insist on C.O.D. (He bills only known purchasers). Two, he can eliminate careless expenses.

"On every call," says Scalzo, "I get a complete history—name, address, phone number, model number of refrigerator, nature of the trouble. That way we don't send a man out with the wrong parts, which saves us expensive call-backs," he points out.

A fifth reason is his used refrigerator department. Scalzo makes no allowance distinction on trade-ins and so acquires refrigerators of all types. At the time of sale he gets a history on the unit to help determine its eventual disposition. Many are shunted to the warehouse, their doors removed, and sent off to the junk heap. If it can be resold, it goes to the shop to be tested for running time, temperature and efficiency. Some merely need touch-up and cleaning. These are sold for from \$40 to \$60. Later models can be spray-painted and sold for as much as \$100. There are at least a dozen second-hand refrigerators on display in the used refrigerator department at all times.

The department keeps customers coming back for second units for summer cottages, for basements and the like. It also is a means to step customers up to new refrigerators.

A final reason is tight control over inventory and dispatching. From his service command post, Scalzo can keep a tight rein on inventory and on routing deliveries. These records are so simple that anyone can take over the job at any time.

It's three steps from his service phone to a

dispatch table. Above the table are these names: New Fairfield, New Milford, Newtown, Bethel, Danbury, Redding, Ridgefield and Brookfield. Under each heading are piled the daily deliveries, arranged in sequence to start at 8 a.m. An arm's length away, across the room, is a wall chart, listing every refrigerator Scalzo carries. The chart is red and black and is a box score on everything, down to colors, right and left hand door, total pieces on hand, etc. Hanging on separate clipboards below this chart are records of each refrigerator in the warehouse. Three sheets are made out in triplicate and are even arranged in the same sequence as the units are stored in the warehouse.

"In other words," says Scalzo, "we need only look at the chart and we know exactly where a refrigerator is at the instant a customer buys it—whether it's in front of a stack, how much warehouse shuffling it will take to get it ready for delivery."

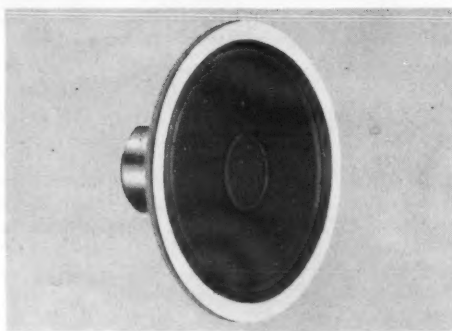
Of such attention to detail Scalzo says:

"Sometimes it's the small things that mean the difference between making or losing a sale. We think everything we do—big or little—contributes in some way to our sound refrigerator business."

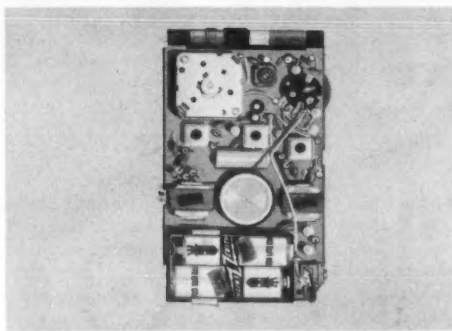
Introducing
ALL-NEW
SMALLER
ZENITH
 pocket radio



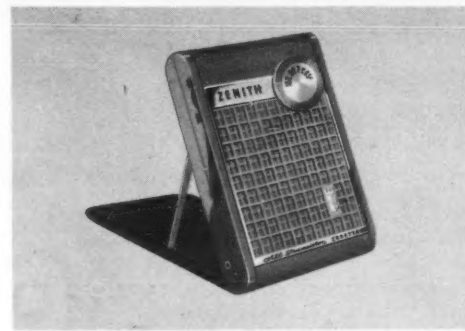
Check these quality features in the



BIGGEST SPEAKER EVER IN A RADIO SO SMALL. Specially designed, extra-large speaker gives you richer, fuller tone you'll hear only in a Zenette! (Private listening attachment optional at extra cost.)



UP TO 50% MORE AUDIO OUTPUT (100 milliwatts undistorted) than many other small pocket radios. Combines with speaker to deliver the big difference in Zenith quality sound—a selling plus you can demonstrate!



DELUXE QUALITY STYLING. High-impact case with pebble-grained, leather-like finish. Folding tilt-stand. Large tuning control. Molded-in colors: Charcoal, White, Green, Yellow, Tan.

See the radio sensation of the year at your



LEADERSHIP IN NEW PRODUCT DEVELOPMENT
 Another reason for Zenith Leadership in sales!

ZENITH'S NEWEST ENGINEERING TRIUMPH!

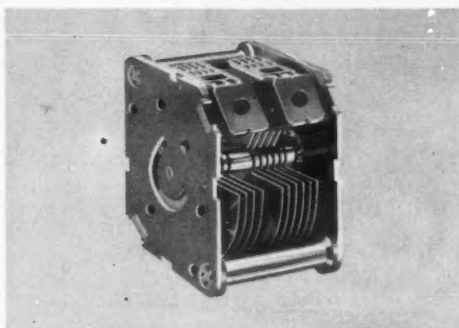
**All-new, all-transistor Zenith "Zenette":
inch for inch, the finest tone ever
in a pocket radio so small!**

**NO JAPANESE COMPONENTS! BUILT IN AMERICA
BY AMERICAN CRAFTSMEN—YET IT'S ONLY \$39⁹⁵***

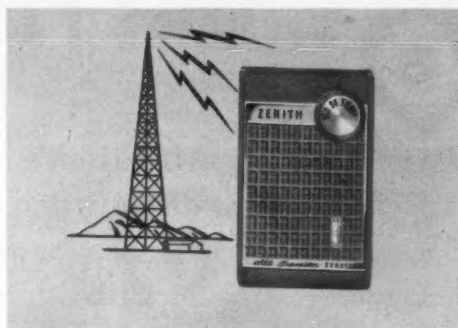
SALES APPEAL UNLIMITED! Inch for inch, the all-new Zenette Royal 100 offers more tone—more extra-quality features—more all-round performance than any radio near its size! Another example of famous Zenith quality and Zenith product development that results in volume sales at a profit!

DEFIES SIDE-BY-SIDE COMPARISON! Match the precision-engineered Zenette with any comparable size transistor portable—American-made or foreign. Compare tone quality. Check station selectivity and tuning stability. Examine craftsmanship. The Zenette will amaze you!

world's finest radio of its size!



AIR DIELECTRIC TUNING CONDENSER. No plastic dielectric type—Zenith uses only full quality air dielectric condensers. Result: easier, more accurate tuning, greater on-station stability.



SENSITIVE ANTENNA. Only radio its size with Zenith Wavemagnet® antenna—receives broadcast signals strong and clear. Still another reason for Zenette's amazing and unmatched performance!



SAVES UP TO 200% ON BATTERIES—no costly, hard-to-get battery packs. Uses low-cost penlite batteries. Leak-resistant compartment. Plays up to 100 hours—3 times longer than some pack-type sets!

Zenith Distributor's right away!



ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONTARIO. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 41 years of leadership in radionics exclusively.
*Manufacturer's suggested retail price. Price and specifications subject to change without notice.

ZENITH®

*The quality goes in
before the name goes on*

GARROWAY'S BACK

**...with a buy-the-best, buy-now message
boosting G-E BLACK-DAYLITE Picture Tubes!**

It's safe to count on the big lift popular Dave Garroway will give your business! And smart to plan ahead, in order to squeeze every penny of sales value out of the advertising dollars General Electric is spending. So...make sure that picture-tube and service prospects who see Dave Garroway know you install General Electric tubes!

Identification's easy, with the attractive new displays and other promotions General Electric has for you. They tie in your store or shop with Garroway; they will keep your phone busy with more jobs, tube installations, profits. See your G-E tube distributor! *Distributor Sales, Electronic Components Div., General Electric Co., Owensboro, Ky.*

Install the PROFIT PAIR



SERVICE-
DESIGNED

that millions



On TODAY
over NBC-TV starting April 20.
Week after week 3,800,000
television set owners from
coast to coast will learn why
picture quality starts with
their serviceman who installs
General Electric tubes!

Progress Is Our Most Important Product

know by name!

GENERAL  **ELECTRIC**

311-402



Deal yourself a winning hand with

Carrier

ROOM



GET THE **BIG DEAL**
FROM THE CARRIER
DISTRIBUTOR LISTED IN
THE YELLOW PAGES!

THE GREATEST LINE IN AIR CONDITIONING. Power models for the largest rooms... prestige models for the finest homes... promotion models for the price-conscious buyers—you'll find them all in the sensational new 1960 line! Twenty-two models—from the 1/2-hp "carry home" Portable to the superpowered 2 1/2-hp Imperial—give you the right size at the right price to fill the need of every prospect. And all with more features to talk about than any room air conditioner in history! Get behind the Carrier Royal Family of Air Conditioning and score a grand slam in profits for 1960!



51CA VISCOUNT 1 1/2 and 2 hp in 208 and 230 volts. 24 inches deep.	51CB VISCOUNT HEAT PUMP 2 hp in 208 and 230 volts. 24 inches deep.	51BA SCEPTRE 1 hp in 115 volts, 7 1/2 and 12 amps, and 1 hp in 208 and 230 volts. 14 inches deep.	51CA EMPEROR 1 hp in 208 and 230 volts. 24 inches deep.
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Carrier FEATURES ALL AMERICA WANTS

The look of tomorrow. Styled by Raymond Loewy for the smartest rooms in America. Grille extends only two inches inside the window, never extends beyond the sill. Decorator color scheme of Citation Beige and Slate Grey perfectly complement any interior.

Pounds lighter. Exclusive new design and revolutionary Micromite Compressor eliminate up to 80 pounds of weight per unit. New compressor alone packs the power and capacity of an old-style model into a fraction of the space and weight.

Quieter than ever. Thanks to inch-thick glass fibre insulation and newly designed fans that circulate air gently and quietly.

New Fram Permachem-treated filter. Filters dust, dirt and pollen from the air to keep your room cleaner and fresher.

Slimmer outside silhouette. It's only 14 inches deep from the front to the back, so there's little or no overhang outside the window. A new outside grille and the elimination of brackets and supports give a neater outside appearance.

Air direction as you like it. Adjustable grille provides across-the-room air stream, draftless overhead distribution or any air flow in between. Side deflection is controlled by hidden louvers.

Two speeds to command. Set the fan at "hi" and you can almost see the temperature drop. Switch it to "lo" when the room is cool, and Carrier Balanced Cooling maintains the comfort level.

Set the thermostat once. Indoor climate is automatically maintained throughout the hot weather. This extra-sensitive thermostat responds quickly to room temperature changes, prevents temperature variations that make a room uncomfortable.

Warmth on cool days. Heat Pump Room Weathermakers pump heat into the house on cool spring and fall days, out of the house in hot summer weather. Air provides the heat and electricity provides the power. No fuel or water is used.

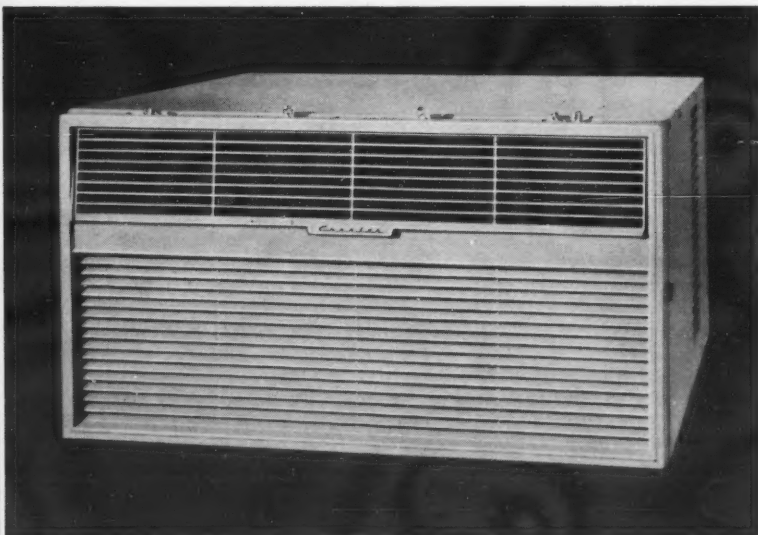
New penny-wise economy. More cooling per dollar because they're engineered to provide high Btu output with less current consumption—up to one-third less than many competitive models of comparable size.

Engineered by Carrier. Built by the people who know air conditioning best, whose air conditioning landmarks girdle the globe. Carrier's reputation makes the Royal Family of Air Conditioning the line against which all others are measured.

the Royal Family of Air Conditioning WEATHERMAKERS

BLUE CHIP INCENTIVES FOR EARLY ORDERS. Your choice of thousands of merchandise prizes and hundreds of expense-free vacations (even including a trip around the world) by placing your order early. The more you order, the more you win. And the sooner you order, the bigger you win—earliest orders pay off nearly double! How can you participate? Simply anticipate the number of units you will move next season and accept delivery before April 1st, 1960. You put no cash on the line—no down payment, interest or carrying charges for up to 10 full months.

AND EVERY SALES TOOL IN THE DECK. Everything you need to hitch your wagon to the Carrier star is included in the hard-hitting promotional package that is ready to go to work for you—full-color product folders, giant banners, 24-sheet billboards, eye-catching store displays, pennants, posters and mobiles, local newspaper, radio and TV advertising designed to localize the powerful impact of Carrier national advertising to your place of business. All this promotional support—plus sales training programs to make your salesmen the best in the business! Carrier Corporation, Syracuse 1, New York.



51AH CORONET

1 hp in 115 volts, 7½ amps, and 1 hp in 208 and 230 volts. 19 inches deep.

51DA IMPERIAL

2½ hp in 208 and 230 volts. 31 inches deep.

51AJ REGAL HEAT PUMP

1 hp in 115 volts, 12 amps, and 1 hp in 208 and 230 volts. 19 inches deep.



51AP2 PORTABLE

½ hp in 115 volts, 7½ amps. 11 inches deep. 60 pounds.

51AE4 PORTABLE

1 hp in 115 volts, 10 amps. 11 inches deep. 74 pounds.

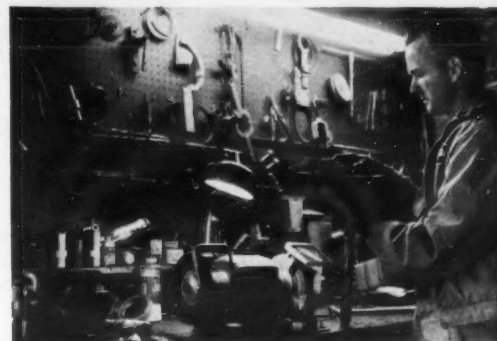


SIDE BY SIDE at Joe Paine Appliances are six commercial coin-slide washers and 17 domestic Maytags the Natchez dealer adapted to coin op-

eration by mounting meters on backsplash panels. Coin-op customers have a good view of Paine's appliance store through the partition windows.



LIMITED DISPLAY in store (here) is augmented by the color coin-ops. Paine installed spare plumbing T's so he could expand coin-op area.



THE BIG REASONS for Paine's impressive coin-op profits hinge on service. He's able to leapfrog many of the usual costly repair problems.

In Natchez, Maytag dealer Joe Paine took a deep breath and plunged into the coin-operated laundry business. Here's a look at what can happen . . .

When Dealer Meets Coin-Op

By BILL McGUIRE

The lion Joe Paine grabbed by the tail last year has become a lamb . . . a very profitable lamb, at that.

In November, 1958, Paine, a one-man Maytag sales and service specialist for 12 years, split his 30x57-foot store longitudinally, put a coin-operated laundry into a 12x57-foot area and continued to run his dealership in the rest.

Paine joined "the enemy" because he was convinced he could turn what, on the surface, would appear to be the liability of self-competition into a definite asset: He saw a coin-op laundry of his own as a route to increased sales volume, rather than a sales killer . . . and as a profit-maker in its own right. Experience has proved him exactly correct.

It cost \$3,500 to partition, plumb, wire, light, heat and ventilate his coin laundry, and to install a rest room. Another \$7,900 followed that for 12 Maytag commercial coin-slide washers, eight of Huebsch's biggest commercial dryers, a 195-gallon water heater, and a battery of machines—dispensers of soap powder, bleach, Coke, candy, hot drinks and change. He built a TV set into the wall for free entertainment for waiting coin-op customers.

At the outset, a brief burst of promotion got the new business off the ground, and the laundry began to roll . . . as a laundry. But the dealer in Paine sought a way to make it a more effective tool for

sales. Then he found the right button—and he pushed it.

What Paine did was open a second coin-op in a rented building a quarter of a mile away. But instead of loading it with commercial washers, he pulled six of the coin-slide units out of Laundry #1, put them in Laundry #2, and replaced them with domestic Maytag All-Fabric 142-B's. Then he completed the new laundry with six more of the same.

He bought commercial meters, mounted them atop the backsplash panels of the domestic washers, and devised a meter wiring method which would enable the operator of the machine to vary the cycle (Paine wired the meter switch in series with the machine's timer; then fed the meter motor from the timer's pilot light terminals.)

In his little store, he'd never had room to display the three Maytag colors. But of the six domestic machines that now went into each laundry, two were turquoise, two yellow, two pink. Result: Two complete color displays that are working their way.

Great is the value of the domestic washers in the laundries. People waiting out their wash are a perfect captive audience for Paine's sales pitch. Often, the machines do the selling, as coin-op customers see them, use them a few times, then step through the door into Joe Paine Appliances to be sold Maytags (in the nine months since Paine in-

stalled them, 43 sales have come directly off the 142-B's).

The dealer knows, moreover, that with each new laundry customer who's taught to use and appreciate them, acceptance of the entire brand is strengthened in Natchez. And the presence of the six domestic machines agitating merrily under the punishing demands of coin laundry service is a dramatic testimonial to durability that could hardly be matched.

Joe Paine can justify, in terms of customer convenience, his going to the domestics. While commercial washers operate only on a fixed cycle at a single speed and with a maximum of two water temperatures (hot and warm), the All-Fabric Maytags he installed offer variable cycles: two wash and spin speeds; and hot, warm and cold-water wash and rinse. They can handle any synthetic fabric and, to that same end, Paine is currently equipping his dryers with external heat controls for individual setting.

His old friendship with the Maytag product and his well-tooled service bench give the Natchez dealer a tremendous jump on the straight coin laundry operator who's neither trained nor equipped for appliance service. His ability to hold breakdowns and downtime to a minimum is the prime reason he can pull a better than 15% return out of his coin-op investments. He has forced his net from that side of the

business to a glittering 15 to 17%—not bad for a "second income."

No gray hair has come to Paine so far from the service incidence in his coin-ops, so negligible has it been. (He hasn't touched his service reserve of \$1 a month for each washer, each dryer.) But because of the complexity of controls in the domestics and the higher replacement cost of their two-speed motors, Paine figures them for about a 10% higher service cost than the coin-slide washers. He's confident his maintenance and service facilities will enable him to get 10 years of operation out of the 142-B's.

Preventive maintenance keeps Paine's machines spinning. Each washer is checked daily. Every 10 days, the dryers are cleaned and delinted. Monthly, the two giant water heaters are cleaned internally with Clorox and backflushed. The dryers are lubricated quarterly.

Paine operates both his coin laundries around the clock without having added to his staff. By bearing down a bit more (and with part-time help from his wife), he, his two deliverymen—helpers and his office girl make the three businesses go. Supervision of the coin-ops is a simple matter, requiring from 90 minutes to two hours total time daily. Four times a day, they're swept, and checked for cleanliness, for operation of machines, meters and water heaters, and for contents of the dispensing machines.



A COIN-OP'S BLOOD is hot water. Here, Paine adjusts one of his two 195-gallon water heaters—500,000-BTU giants that heat 600 gallons an hour.

... thinking of taking a flyer in coin-op?

You could do worse: It's a young, vigorous field of business, ideally suited to the servicing appliance dealer with a normal stock of laundry parts. There are outfits that will set you up, franchised, financed and ready to roll... for a price, a piece, or both. Better yet, you can probably do it yourself, with a reasonable investment and no increase in personnel. The merchandising tie-in potential is excellent, and the right sales techniques can make a myth of the old stumbling block of self-competition. But Joe Paine has some tips.

1. Location's everything in this business. For best sales results, put your laundry in or beside your store. Second choice is a high-traffic spot near a supermarket or shopping center, with access to parking. If you go residential, stick to middle-class neighborhoods.

2. Rent, don't build. Chances are you're not interested in real estate—only in what a building can do for you. Be sure to provide for expansion with extra plumbing, wiring and space for machines.

3. Equipment you'll need for a paying operation will include at least

10 washers (commercial machines are about \$250, operator's price; meters to mount on domestic washers cost some \$38 retail); four to six commercial dryers (the biggest and most practical go for about \$565); a big-capacity water heater (this is the heart of any coin-op; a 195-gallon gas model costs approximately \$1,175). You can depreciate commercial washers in three years, dryers in five.

4. Machines are the key to untended, 24-hour operation. Necessary ones are soap and bleach dispensers, and change-makers. Candy and drink machines help draw traffic and are good for a profit.

5. It's the humidity that makes a coin-op tough to air condition. Better ventilate it instead, with a reversible vent fan. Heat it, too. And arrange for a separate air supply to the big 1000-CFM dryers (or you'll have to keep the door open). Paine did it by dropping the ceiling, leaving the dryer intakes open in the plenum above.

6. Set a schedule for maintenance and establish a service reserve. And be sure to stick to your resolutions to keep the coin-ops in good shape.

REELS roll SMOOTHLY on ROLL-A-REEL

for pay-out or
take-up of any-
thing on reels

No pulling heavy reels
... no pushing ...
JUST LOAD and away
you go!

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- Handle any reel diameter
- Heavy steel frame
- Slanted front
- Ball-bearing adjustable rollers
- Positive roller lock for unloading

STYLE B — 4,000 lbs. cap. for 1 reel up to 48" wide; or for 2 reels up to 24" wide each. Weight 110#. PRICE \$84.50 f.o.b. Cincinnati

All are drilled for optional auxiliary ball-bearing side rollers, \$5.00 per set extra.

STYLE A — 2,000 lbs. cap. for reels up to 28" wide. Weight 60#. PRICE \$46.50 f.o.b. Cincinnati

• Special sizes on request.

ROLL-A-REEL

4628 Reading Road
Cincinnati 29, Ohio

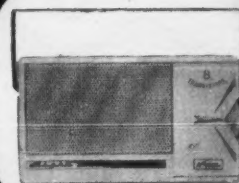
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FOR FURTHER DETAILS

TRANSISTOR



MODEL: 60 TM
Superheterodyne 6 transistors, 1 diode and 1 thermistor, 535-1605 KC, 0.5mV/M with enclosed ferristic bar antenna, 80 milliwatts, (Maximum: 120mW), 455KC, 2 1/4" permanent dynamic, 4 1/4" x 2 1/4" x 1 1/4". With Cowhide leather carrying case and earphone.

MODEL: 60 TM
Superheterodyne 6 transistors, 1 diode and 1 thermistor, 535-1605 KC, 0.5mV/M with enclosed ferristic bar antenna, 80 milliwatts, (Maximum: 120mW), 455KC, 2 1/4" permanent dynamic, 4 1/4" x 2 1/4" x 1 1/4". with Cowhide leather carrying case and earphone.

MODEL: 400 T
Superheterodyne 6 transistors, 1 diode and 1 thermistor, 535-1605 KC, 11.5mV/M, 455 KC, 3" permanent dynamic, 5 1/4" x 3 1/4" 2", with Cowhide leather carrying case, earphone and rod antenna.

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Greatest step-up story since Hotpoint introduced the first 2-door 12 years ago!

18 CU. FT.

OF FOOD STORAGE IN THE FLOOR SPACE OF AN ORDINARY "12"

A 1960 EXCLUSIVE OF THE ALL-NEW HOTPOINT

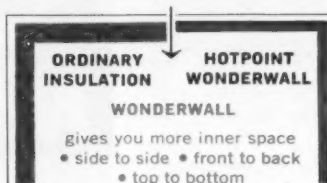
SPACE AGE 18

WITH WONDERWALL INSULATION



AUTOMATIC FROST-AWAY FREEZER TOO!

Model CP18A

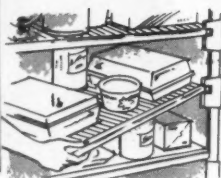


**JUST HALF AS THICK AS ORDINARY INSULATION
—ADDS 6 EXTRA CUBIC FEET OF FOOD STORAGE
—AND ONLY HOTPOINT HAS IT!**

Every call you get for a '12' is a ready prospect for the new Hotpoint SPACE AGE 18—the only 18 cu. ft. combination that fits in the floor space of an ordinary '12'. Especially when you demonstrate the dramatic 25% more refrigerator storage (11.5 vs. 9.2 cu. ft.) and big 128% more freezer storage (6.6 vs. 2.9 cu. ft.) your customers get with Wonderwall Insulation. Only half as thick, Hotpoint Wonderwall is every bit as effective as ordinary insulation—adds 6 extra cubic feet of storage inside without extra bulk outside.

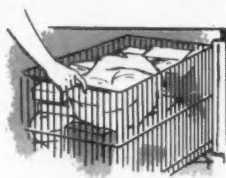
Hotpoint Wonderwall is backed by six years of exhaustive research and testing—your assurance of dependable performance and customer satisfaction. Contact your Hotpoint Distributor for full details today.

DEMONSTRATE THESE NEW SPACE AGE FEATURES TO HELP CLOSE MORE SALES!



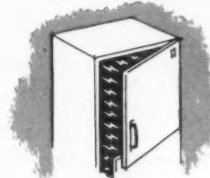
**Swing-Out Shelves, Crisper
Bring Foods Out Front**

World's largest shelves. Adjust up or down. Lift out for cleaning. Swing-Out crisper, $\frac{3}{4}$ bushel capacity.



**Automatic Frost-Away
Freezer—Swing-Out Basket**

Simply no defrosting in the big 230 lb. freezer. New swing-out basket with separate sliding basket inside.



**New Magna-Seal Door
Seals in cold, magnetically**

Millions of tiny magnets in the door gasket assure a tight seal. Door opens from the inside, too.



**Rolls out for cleaning
and decorating**

Refrigerator rolls out smoothly from the wall on cushioned wheels hidden under the cabinet.

HOTPOINT DEALERS'
PROFIT OPPORTUNITIES
ARE GREATER THAN
EVER BEFORE . . .

IF YOU'RE NOT
A HOTPOINT DEALER
YOU SHOULD BE!



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DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

NEW PRODUCTS

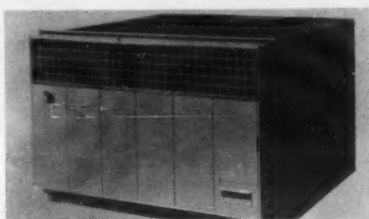
FEATURES THIS WEEK

Airtemp, Coolerator and York air conditioners • Manitowoc freezer-refrigerator • Cory heat massager • Miller clocks • Philco and Channel Master transistor radios • RCA built-in TV and stereo line

YORK 1960

Air Conditioners

Powerful-Quiet for 1960 describes York's new line of air conditioners with added cooling power provided by a new compressor: dual pistons with automotive type piston rings for top cooling capacity; scientifically advanced system of jet-type tubes feeding refrigerant to compression chambers; the compressor features dual suspension rubber suspended internal mechanism, and an external spring suspension to absorb vibration; acoustically designed front silences air sound without decreasing cooling power; hygienic-clean filter up to 82% more effective; multi-direction air grilles to give complete control of placement of cooled air. **Adventurer**, small line of conditioners, available in a 7½ amp, 115-volt



YORK "CONQUEROR"

and 230-volt units; also reverse cycle models for bedroom comfort.

Medium priced, Discoverer, in 7½ amps, 115 volts; 12 amp, 115 volts and 230- and 208-volt units; also in reverse cycle heat pump series.

A multi-room conditioner, Conqueror, in 115, 208, 230 volts and a wide range of amps; Discoverer and Conqueror have additional electric heating available in larger units. **York Div., Borge-Warner Corp., York, Penna.**

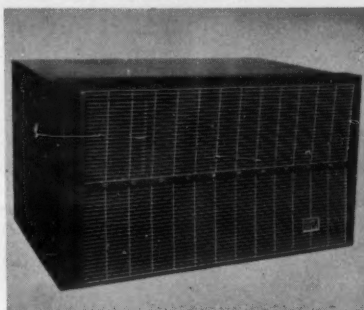
COOLERATOR 1960

Air Conditioners

Coolerator's 1960 air conditioner line has been shortened to 18 models.

The electrostatic "Lectrofilter" is again featured in top-of-line models

COOLERATOR CUSTOM I H.P.



with an improved filter which uses a new foam plastic filter that kills germs as well as removes airborne dust and pollen, (it uses a Van de Graaf type generator, operated by moving air inside conditioner to deliver a safe high-voltage electrostatic charge to the foam filter).

Line consists of eight Custom Series models with capacities from 10,000 to 19,000 Btus; all have automatic thermostat; 4 rotary no-draft grilles; 2 speeds; slide-out chassis; concealed dial controls; ventilation and exhaust control; separate fresh air filter plus "Lectrofilter." Two Super series in 1 and 2 hp; Compact series, four models (three for 115 volts) in capacities from 6700 to 8600 Btus; Portable with 4200 Btus; all use germ killing filter; three reverse cycle models complete line. **Coolerator Div. McGraw Edison Co., Albion, Mich.**

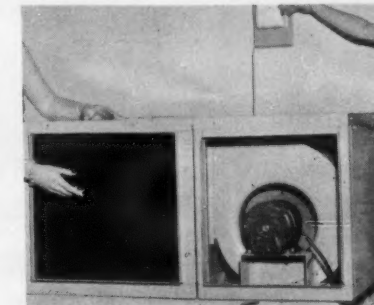
CHRYSLER AIRTEMP Heat Pumps

Two split system heat pumps have been added to the 1960 Airtemp line. The new 3-hp packaged heat pump and a 5-hp split-system unit have been added to Chrysler's Airtemp heat pump line to meet demands.

The 3-hp 35,000 Btu model has features designed to make it universally adaptable and include quiet centrifugal blowers on both evaporator and condenser, permitting ducting of condenser air so units may be installed in hip-roof homes or interior offices. Removable blower section for easier handling; new refrigerant control for better performance over a wide range of operation; designed for outside installation, flexible air intake and discharge arrangements, it may be obtained with an electric

element and year-round thermostat.

The 5-hp split heat pump comes with a 9.6 or 19.2 kw heater; Fiberglass insulated hood; summer-winter thermostat; check light to indicate failure of safety controls; built for low temperature operation down to zero F. **Chrysler Corp., Airtemp Div., 2900 Guardian Bldg., Detroit 26, Mich.**



CORY Heat-Massager

The addition of the "Sarasota" flexible combination Heat Massager, No. 610, has been announced by Cory Corp.

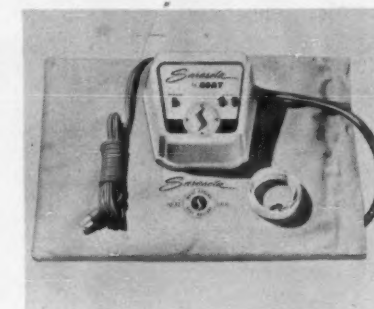
This 3-in-1 model can be used as a heating pad and massager combined; as a heating pad only; or as an automatic massager only. The flexible, vinyl covered pad can be strapped around the arm, leg or any other part of body and measures 17x13½ in.

The unit provides an ebb-and-flow type massage so that heat-massage or plain massage is penetrating. There is a choice of high-heat or low-heat when used as a heating pad.

A remote control panel of molded polystyrene is attached to the unit by a special control cable for instant change of kind of treatment required: from massage-to-heat-only or to heat-

and-massage; 9-ft. cord; 50-60 cycle 115 volts, a.c. only.

Portable, this combination unit can be used anywhere about the home; in an easy chair while reading, etc.; and is suitable for relaxing tense nerves. **Price, \$29.95. Cory Corp., 3700 W. Peterson Ave., Chicago 45.**



MANITOWOC Freezer-Refrigerator

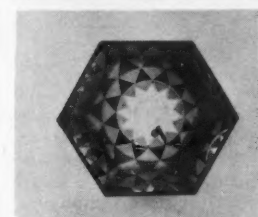
A new 2-ozone freezer-refrigerator combination FZ-195 is announced by Manitowoc. While it looks like a

built-in unit, it reduces installation expenses because it is free-standing.

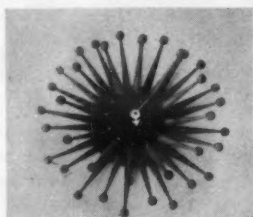
Features include square styling with the refrigerator section holding 9 cu. ft. of food and the freezer compartment 8 cu. ft.; or up to 265 lbs. frozen foods.

This combination uses freezing coils in top, bottom, back wall plus both sides of the freezing compartment. No frost builds up on packages or shelves because the temperatures remain at zero or below, to protect food from loss of color, texture, taste or Vitamin C.

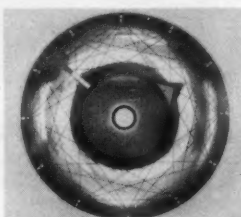
In the refrigerator section, Manitowoc's flowing cold principle maintains ideal temperature and humidity balance. It keeps foods fresh and nutritious. Another advantage is the quick cold recovery after door is opened or closed. **Manitowoc Appliances, Manitowoc 6, Wis.**



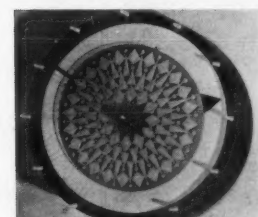
"KALEIDOSCOPE"



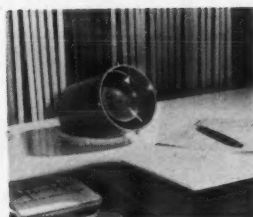
"PORCUPINE"



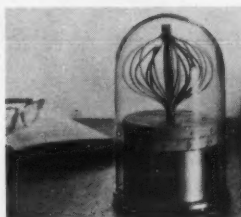
"PLATTER"



"COMPASS"



"CYLINDER"



"DOME"

HOWARD MILLER Clocks

Motion Notion, an unusual concept in clock design by George Nelson, is highlight of new Howard Miller line. Time-space relationship is created by geometric designs of vacuum-formed plastic and revolving disks of color on the clock, which is designed to hang on wall, from ceiling, or placed on shelf or table.

Kaleidoscope, top-of-line model, is an hexagonal shadow box with mirrored facets; revolving face throws color patterns on these miniature mirrors. Available in royal blue, lime and turquoise.

Shadow-Box, in black or white, has two overlaid silk-screened disks, one in red, the other black to create optical illusions. One disk revolves once an hour and marks minute hands, the other does so 60 times and marks the seconds.

Platter, also with double disk, has

plate-shaped face of black plastic or chrome; nylon thread superstructure to point out 12 hourly markings; single rotation disk keeps motion going; rotating swirls of walnut veneer.

Porcupine is a two-faced free-hanging sphere with red birch pointers; also available with single face for walls.

Clocknick resembles a canted shell or rocket of brass and chrome. Longer than high, it is designed to stand on desk or table.

Dome, desk or table upright cylinder, has two revolving bands, one for hours and one for minutes; glass dome houses decorative finial.

Electric models plug into any outlet; can be installed in wall with Chronopak.

Prices, Kaleidoscope, Dome and Cylinder, \$60 each; Compass and Platter, \$45; Porcupine, \$45 and \$80. **Howard Miller Clock Co., Zeeland, Mich.**



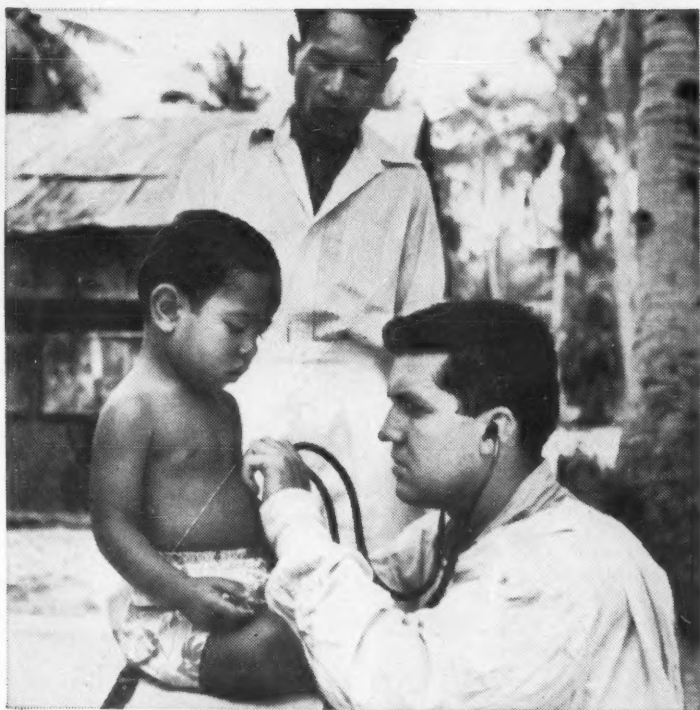
OFFICIAL UNITED STATES NAVY PHOTOGRAPH

This great seaborne health center will carry a new kind of aid abroad—with *your help*. Part of the people-to-people project Hope, it will enlist 200 specialists in sharing our health skills.

Ambassador with a blackboard, the Hope specialist will help the often woefully few local medical technicians train helpers. The result: many more hands. And that means one Hope dollar is multiplied many times over.



YOUR HELP CAN COME BACK A HUNDRED TIMES OVER



One local doctor for 100,000 people. These are the odds Hope may face. Yet Hope can mean so much. The health of this child. The health of five Indonesians. *Trained hands* and only a dollar's worth of penicillin can cure them of crippling yaws.



If enough of us help, the S.S. Hope will be outbound in 1960. First port of call: Indonesia. A bold health project called Hope will be underway.

The need is crucial. Many places, too many health hazards exist. Too many people robbed of the will to live. Too few hands to help. Often, a doctor for 100,000.

Hope's approach is *practical*. Help where a nation's doctors ask help. Help them help themselves to health. By training, upgrade skills—multiply hands. Hope's doctors, dentists, nurses, and technicians will man a center complete to 300-bed mobile unit and portable TV.

You can not only make every dollar do the work of many, you can earn a priceless dividend. With health comes self-respect. People at peace with themselves are less likely to war with others.

Hope is *yours* to give. It's a people-to-people project. For one year's worth, 3½ million Americans must give a dollar. Don't wait to be asked. Mail a dollar or more now to HOPE, Box 9808, Washington 15, D.C.

HELP LAUNCH HOPE

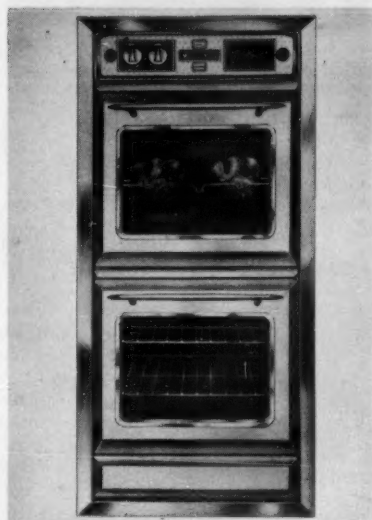
MODERN MAID Oven

Modern Maid has announced a companion electric double oven which is designed to be completely interchangeable with the recently introduced new Modern Maid double oven gas built-in units.

Each oven is 18 in. wide making a total oven width of 36 in. Upper oven is equipped with a toastender and a triple rotisserie; it is a fully automatic clock controlled oven and the clock is equipped with a 4-hr. Minute Minder and bell chime.

The lower oven has its own broil and bake elements; a new type heat control is used; when bake unit is on, the broil unit is on at ¼ heat, giving perfect heat distribution in oven.

Price, \$584. Tennessee Stove Works, Chattanooga 1, Tenn.



WAHL CLIPPER Shaver

Wahl announces a silent, compact and close cutting electric shaver introducing an entirely new principle of shaving. Wahl shaver is designed with



blades that are dynamically flexible; both inside blade, the thinnest of its kind, and the outer blade flex to "give" with the shave; "dyna-flex" action allows the shaving head to follow exact contour of face; gives an easier, closer shave, even to hollow cheeks and under chin areas that are normally difficult to shave.

Self-sharpening blade action, a nylon case and a permanently attached cord add to smooth, trouble-free performance of this shaver; operating off an instant-starting motor the instrument is said to shave so quietly "you hear the whiskers being cut."

Complete with plastic carrying case. Price, \$14.95. An additional source of dealer income and improved customer service is provided with easy-to-attach "in-stock" replacement blades available at \$2.50 a set. Wahl Clipper Corp., Sterling, Ill.

SCHICK Shaving Needs

Schick, Inc. is introducing 3 products to the Schick line of shaving needs: a 3-way adjustable replacement shaving head for Schick electric shavers introduced prior to 1957; a new formula shaving powder, Pre-Shave Powder Stick; and the Schick Shaver Clean, a shaving head cleaner and lubricant.

The new 3-way head is available for Nos. 101, 25 and 20 and the custom models; complete conversion kit with the head and matching whiskets has a suggested retail price of \$6.50.

Schick Shaver Clean to clean and lubricate heads for all electric shavers; Shaver Clean and Pre-Shave Powder Stick retail for \$1.

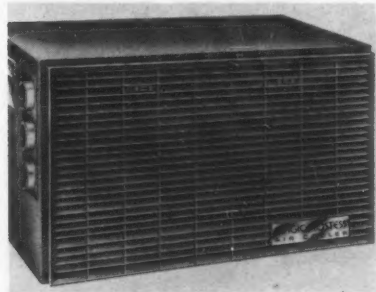
Schick also offers a new counter display with the 3 products. Schick, Inc., Lancaster, Penna.



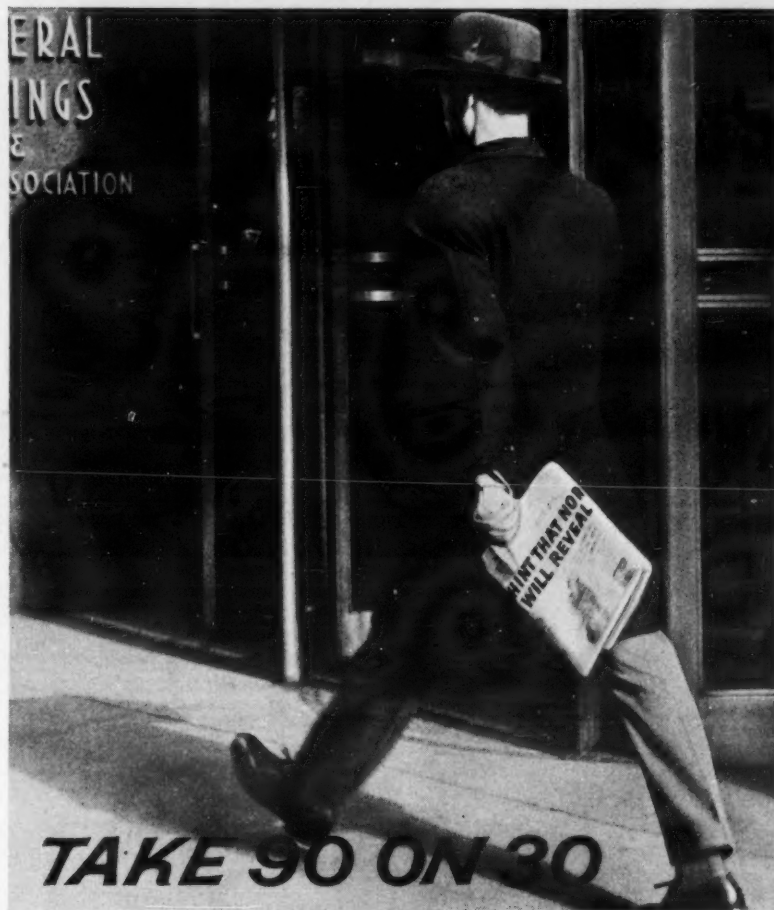
MAGIC HOSTESS Cooler

This modern portable cooler gives rapid cooling plus high velocity air movement and longer cooling range; requires no installation, plugs in anywhere; has built-in water recirculating pump; king-size filler cup built

MAGIC HOSTESS COOLER MH2300



into unit that eliminates spilling; has 4½ gal. plastic reservoir, enough to last for hours without refilling; built-in drain plug; vinyl-clad galvanized steel cabinet; removable wrap-around filter of treated aspen; newly designed water control valve that converts cooler to air circulator by turning control knob; water level indicator shows when cooler needs to be refilled; quiet squirrel cage blowers deliver large volume of air with greater velocity. Available in decorator colors suitable for every room and every type decor; modern designed handles on both sides for convenient carrying from room to room; adjustable louvers provide fingertip air control; full range directional grilles can be changed at a touch; 1/10 hp motor; 3 speeds; 850 cfm cooling capacity. Magic Hostess Corp., Kansas City, Mo.



TAKE 90 ON 30

WITH

NORGE

NEW IDEAS MAKE THE DIFFERENCE IN RONSON PRODUCTS



Another first from Ronson!

New! CFL Electric Shaver. Only shaver with "Super-Trim"—separate cutting edge to trim sideburns, moustache, long hairs. Rated best* of all leading electric shavers. Shaves Closest, Fastest, with the Lightest touch because of flexible, micro-thin shaving head. Suggested retail: \$20.00.

RONSON

Ronson Corp., Woodbridge, N. J.

One year free service on all Ronson products. 77 national service outlets.

*Certified by York Research Corp.



IF IT'S FLEXIBILITY YOU WANT

from a room air conditioner line, you should sell Chrysler in '60. Then you'd have units for window or wall installation . . . for regular or casement windows . . . with or without reverse-cycle heating . . . 6,000 to 22,500 BTUH capacity . . . all competitively priced. And all you stock are six models. *Want more reasons why your future lies with Chrysler?* Send for the booklet, "It will pay you to take a long look ahead . . . with Chrysler Airtemp."

Own a Dodge Dart for a Dollar! Your Chrysler Air Conditioner Distributor has the details!



Airtemp Division, Chrysler Corporation, Dept. P-30A, Dayton 1, Ohio



PHILCO T-74 VALLEY FORGE



PHILCO T-901 CONGRESS

PHILCO "All-American" Transistor Radio Line

A new transistor radio line called "All American" to indicate that no imported parts or foreign labor are used in these sets is announced.

Featured in all models is a new "Power-Boost" push-pull audio output circuit which eliminates old-fashioned transformers or tapped voice coil speakers, and gives longer battery life and greater power output. **Low-priced leader**, T-51 Lexington, is a 7-transistor, palm-size model with "Magnecon" antenna; 2 1/4-in. speaker; comes in luster ivory and charcoal grey break-resistant case; weighs 10 oz.; carrying case optional; also available in a Pleasure Pac gift box containing set, carrying case, mercury batteries, private listening ear speaker.

T-52, horizontal 5-transistor set in break-resistant cabinet of terra cotta, luster ivory, and charcoal; weighs 14

oz., operates on 4 regular "AA" penlight or mercury batteries.

A special "Treasure Chest" kit containing receiver, carrying case, plug-in ear speaker, 4 batteries.

T-62, 6-transistor gold and ebony break-resistant case with multi-purpose brass handle that can be used for carrying or as a table stand; operates on 2 "AA" penlight or mercury batteries; weighs 14 oz.

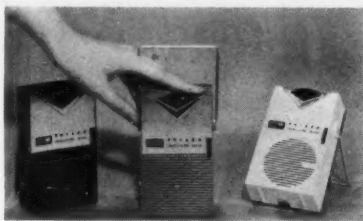
Three 7-transistor models in "All American" line include T-70, Constitution, similar to T-62 in style, with multi-purpose brass handle comes in ebony, terra cotta and ivory; suntan carrying case optional.

T-74, Valley Forge, in leather-like briarwood case with ivory and gold faced panel, has 3 1/2-in. speaker; horizontal dial with slide rule tuning; operates on 4 "C" flashlight batteries.

T-76, advanced design of T-75, in leather case, or in black morocco. **T-802** deluxe 8-transistor set for outdoors, in scuff-resistant leather-like case; 4 regular flashlight batteries. **T-901** Congress, 9-transistor set has genuine leather briarwood or black morocco case; 4-in. speaker; 4 "D" batteries.

Prices, from \$24.95 for T-51, to \$59.95 for T-901. Philco Corp., C & Tioga Sts., Philadelphia 34.

PHILCO T-70 CONSTITUTION

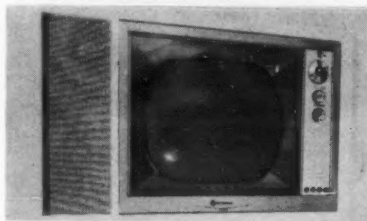


RCA Victor Built-In TV and Stereo

The first complete line of "Mural TV" sets and radio and stereo hi-fi designed to be built into walls is announced. These family entertainment centers can be built into walls and room dividers with instruments and panoramic speakers mounted flush to the wall.

Four TV and two stereo hi-fi models are in the built-in line. The

"MURAL TV" RECEIVER



"Mural TV" line includes one color and three black-and-white receivers; all have front controls and speakers; ventilation can be supplied from front or back.

Stereo models are BK-1, a "Victrola" phono; BK-2, phono, AM and FM radio combinations with pushbutton controls; the record changers with 4 playing speeds are housed in a flush-to-wall cabinet which slides; panoramic speaker systems with frames to match master unit are available for both TV and stereo units.

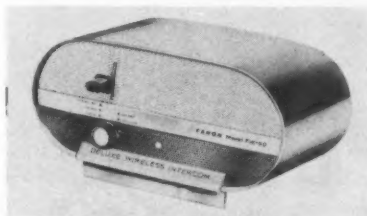
Everything the builder needs to install units is shipped together, including master unit, speakers, mounting brackets, cables, baffles and frames, hardware and detailed instructions.

RCA Victor, Radio Corp. of America, Camden, N. J.

FANON Wireless Intercom

FW-50 "wireless" intercom needs no installation, plugs into ac; 2-station system has improved signal-to-noise ratio; modulation sensitivity; improved tone fidelity; 4-tube amplifier; silicon rectifier; hi-fashion styling in brushed brass with "standby-listen-talk" and on-off control.

Price, 2-stations, \$89; added units, \$40; Fanon Industries, Inc., Brooklyn, N. Y.



DEWALD FM Radio

DeWald FM table radio P-705 "Lyric" has FM static-free reception, no-drift variable condenser tuning, extended range speaker, slide-rule tuning, output jack, balanced ratio detector, AM reception, RF stage, built-in antenna, interlock circuit, 2-watts output; antique ivory or gray, gold trim.

Price, \$39.95. United Scientific Labs Inc., 35-15 37th Ave., Long Island, City 1, N. Y.



CHANNEL MASTER Transistor Radio

A new, high performance, sub-miniature radio has been added to Channel Master line of portable transistor radios; no larger than a cigarette pack, it has 6 transistors and 1 diode; delivers top tonal quality; only $3\frac{3}{4} \times 2\frac{1}{4} \times 1\frac{1}{4}$ in., it has a superhet circuit and sealed variable condenser.

Unbreakable nylon case with gold anodized grille in red or black; built-in ferrite antenna; built-in handle which doubles as a stand; tuning dial has CD frequencies clearly marked; an earphone outlet for private listening is provided; available with carrying case of top-grade cowhide with magnetic earphone.

Price, \$34.95; radio alone without accessories, \$29.95. **Channel Master Corp.**, Ellenville, N.Y.



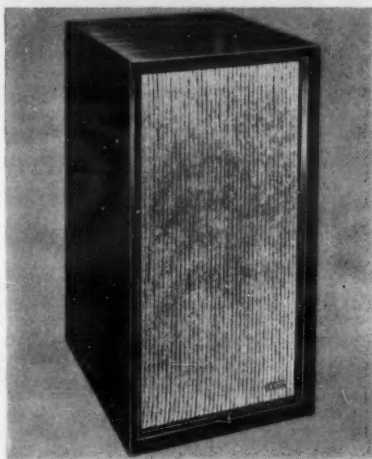
EICO Hi-Fi Speaker

Three hi-fi speaker systems available as semi-kits are announced by EICO. HFS-3 and HFS-4 are 3-way systems for full tones of deep bass frequencies; HFS-3 has $3\frac{1}{2}$ -in. cone tweeter; HFS-4, compression driven horn tweeter; both have 12-in. bellows suspension woofer; 8-in. closed back mid-range with high internal damping cone; compact enclosure of $\frac{3}{4}$ -in. stock and tuned to 25 cycles by tubular ducted port.

HFS-5, bookshelf-size enclosure, has 8-in. bellows-suspension woofer; $3\frac{1}{2}$ -in. closed back tweeter; impregnated cloth, bellows woofer suspension; tuned to 45 cycles.

Furniture hardwood on 4 sides, factory-constructed, not a kit, with decorator-designed frame and grille.

Prices, \$47.50 to \$98.50. **Electronic**



Instrument Co., Inc., 33-00 N. Boulevard, Long Island City.

JFD Antennas

A newly designed series of 8 antennas with Banshee principle is announced by JFD Electronics.

Features include preassembled Quik-Rig construction which permits faster and more durable installations of this type configuration; 1-in. square heavy-wall crossarms with capped ends for better rigidity; $\frac{1}{2}$ - and $\frac{3}{8}$ -in. od preassembled dipoles reinforced with heavy duty inserts at ends for added strength and permanence; improved element brackets; wide-angle boom bracing for larger Banshee antennas.

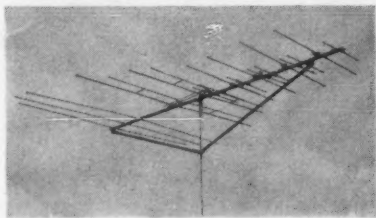
JFD gold anodized Quik-Rig Banshee series have AN350, 9-element unit; AN450, 11-element unit; ANS-350, 15-element; and ANS450, 130-element unit.

Conversion of a 9- to a 15-element

version is possible with JFD Booster Paks DP300 or the ANDP300 (gold anodized). An 11-element unit can be converted to 18 elements with Booster Paks DP400 (natural aluminum) or ANDP400 (gold anodized).

Still available is the standard JFD which features the heavy-duty 1- and $\frac{3}{8}$ -in. od dipole assembly.

Prices, \$22, AN350 to \$39.50 for ANS450; Booster Paks \$9.50 and \$9.95. **JFD Electronics Corp.**, 6101 16th St., Brooklyn 4, N. Y.



CHORAL Organ

Choral, electrical chord organ has 3-octave keyboard; 37 professional size keys; chord players for major or minor chords and rhythm bass chords; full size stand holds sheet music and folds away; easy-play key selector; free music book; comes in hardwood furniture design cabinet. Matching table, \$25, and bench with brass tipped legs, \$20. **American Audion Corp.**, 200 Fifth Ave., New York 10.



JERROLD PORTABLE TRANSISTOR METER

JERROLD Meter

Portable transistorized field strength meter No. TMT, the "serviceman's stethoscope," enables him to check TV signal, aging antennas, etc.; operates on 4 C cells; gives readings from 100-to-2,000,000 mc. in 8 switchable ranges; special battery calibrating control; covers TV picture carriers for VHF channels ranging from 2 to 13.

Price, \$135, **Jerrold Electronics Corp.**, 15th and Lehigh, Philadelphia 32.



IF IT'S PRESTIGE YOU WANT,

no room air conditioner line brings you more than Chrysler.

It's a world-famous name—backed by an equally famous reputation for quality and performance. With Chrysler in your store, you'll hold your head higher—and customer complaints lower. *Want more reasons why your future lies with Chrysler?* Send for the booklet, "It will pay you to take a long look ahead . . . with Chrysler Airtemp."

Own a Dodge Dart for a Dollar! Your Chrysler Air Conditioner Distributor has the details!

CHRYSLER
AIRTEMP

Airtemp Division, Chrysler Corporation, Dept. P-30A, Dayton 1, Ohio

EVERY TOWN EUREKA TOUCHES TURNS RED HOT

SALES ARE UP!

50%
IN
DETROIT

65.8%
IN
NEW YORK

94.8%
IN
LOS ANGELES

Eureka is building a fire under dealer profits! Sales are soaring! Detroit! . . . New York! . . . Los Angeles! . . . sales up 3,000! . . . 5,000! . . . 7,000 units over the year before! Here's why . . .

EUREKA PAYS BETTER DEALER PROFITS! Here are Two Sizzling, Sales-making examples . . .



Golden Anniversary Special! NEW SUPER ROTO-MATIC 910-B

At \$54.95! . . . sets sales on fire because it includes all the essential features of the original Eureka Model 910 priced at \$69.95! The HOTTEST cleaner value in 50 years! And real profit in it for the dealer!

EUREKA Vibra-Beat Model 1010

The canister cleaner that beats rugs clean! . . . an idea that caught on like wildfire! Patented Vibra-Beaters shake out deeply embedded dirt, powerful 1 H.P. suction picks it up instantly. HOTTEST thing that ever happened to cleaner sales!

EUREKA! THE DEALER'S MAKE-MONEY LINE!

We say a dealer has an honest profit coming—and we see that he gets it! No rigged packages. No sleight-of-hand pricing. Eureka delivers a full step-up line with a big, solid profit.

EUREKA IS RED HOT

AND DEALER PROFITS PROVE IT!

EUREKA WILLIAMS CORPORATION—BLOOMINGTON, ILLINOIS

BRIEFS

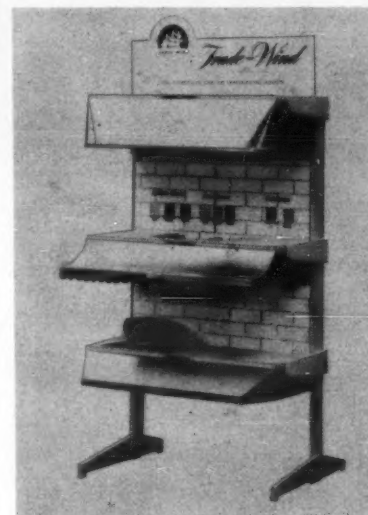


JFD announces a new series of light-weight, corrosion-proof aluminum masts that eliminate rust, corrosion staining, have a high tensile strength of 45,000 lbs. per sq. in., 66% less weight than steel and cost less to ship and store. Available in 5- 7½- and 10-ft. sections in silver or gold anodized aluminum. JFD Electronics Corp., 6101 60th Ave., Brooklyn, 4, N. Y.



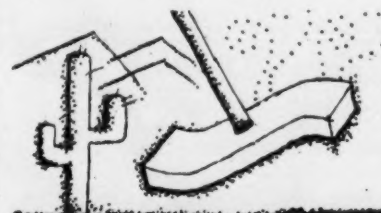
Hosho tape recorder No. 105 is compact, portable, weighs 18 lbs. including power amplifier and twin speakers; dial speed (3¼-7½ ips) remote control; dynamically balanced flywheel assembly; precision optically lapped heat; hi-fi erasure; magic eye record level indicator; earphone, extension speaker jack; extension audio cable, input for recording directly from radio or TV; phono internal cooling fan; table stand.

Price, \$129.95. Hosho of America, Inc., 1549 N. Vine St., Hollywood 28.



A new display for the dealer featuring three Trade-Wind hood styles—Space Saver, Prewired and Patrician, are arranged to hinge upward for easy under-hood inspection.

The display can also accommodate two Space Saver hoods and one Patrician hood is desired. Any finish is available with either grouping; the background with blue trim is brick patterned. Trade-Wind Div., Robbins & Myers, 7755 Paramount Place, Pico Rivera, Calif.



This Brand Opens New Frontiers for PROFIT!

Yes, there are still new profit frontiers in appliance selling with Silflex! You get extra sales in an unsaturated market with products that are gift-designed to be distinctive and different. No brand line corrals gift-day sales better than Silflex . . . and you make more, too! Silflex gives you more favorable margins with less competitive pressure and minimum duplication of other products. The result is more turnover and better profit from your inventory investment! ♦♦♦♦♦♦♦♦♦♦



The Silflex Co., 6333 W. 65th St., Chicago 38
In Canada—The Silflex Co., Ltd., Iberville, P. Q.

For Best Results
... Insist on

SSST!
SPECIAL
CLEANING AIDS

THE ORIGINAL



SSST!
STEAM IRON
CLEANER
and Scale Remover

- Removes clogging scale, gives more steam.
- Cuts ironing time.
- CLEANS SHOWER HEADS. Get full flow of water.
- New life for KETTLES, VAPORIZERS, STERILIZERS.

Giant 9 oz. Bottle \$1.00



SSST!
NEW!
COFFEE MAKER
and Plasticware
CLEANER

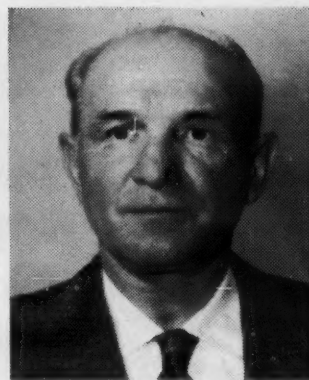
- TWIN PURPOSE LIQUID—no dissolving, rubbing, scrubbing
- 1. WASHES AWAY STAINS & OILS from COFFEE MAKER
- 2. REMOVES ALL STAINS FROM PORES OF PLASTICWARE—cleans & sanitizes.

(Guaranteed not to discolor aluminum)

Giant 9 oz. Bottle \$1.00

FAST CHEMICAL PRODUCTS CORP.
Yonkers, N. Y.

F. A. GRABER, TREASURER, of the Radio Condenser Co., Camden, N. J.



EXTERIOR of the Radio Condenser Company.

"THE NATIONAL SYSTEM has simplified our accounting and increased our profits."

"Our *National* Accounting System
saves us \$25,000 a year...
returns 72% annually on investment!"

—Radio Condenser Company, Camden, N. J.

"Thanks to our National System," writes F. A. Graber, Treasurer, of the Radio Condenser Company in New Jersey, "we've been able to reduce our staff by four while saving \$12,000 a year on equipment costs alone."

"In addition, our National System has established a reputation for accurate contract bidding, provided up-to-date hard copy records of job costs, mechanized accounting functions... in short, it has simplified

our accounting and increased our profits.

"We recommend that any company interested in better records and more profitable business, look into the advantages of a National System. Ours saves us \$25,000 a year... and returns 72% annually on our investment!"

F. A. Graber
Treasurer of
Radio Condenser Company

Your business, too, can benefit from the time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit. Ask us about the National Maintenance Plan. (See the yellow pages of your phone book.)



*TRADE MARK REG. U. S. PAT. OFF.

National*

ACCOUNTING MACHINES

ADDING MACHINES • CASH REGISTERS

NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

1039 OFFICES IN 121 COUNTRIES • 76 YEARS OF HELPING BUSINESS SAVE MONEY

PEOPLE in the NEWS

Ampex Audio Co.—Four persons have been appointed to positions in the Sunnyvale, Calif., manufacturer's new marketing administration department. C. D. DuBois will head the department. Reporting to him will be Glenn Engberg, manager of order service; Peter Larmer, director of marketing research and analysis; and Elizabeth McLean, supervisor for dealer finance activities.

Berns Air King Corp.—Three men have been appointed divisional sales managers for the Chicago manufacturer of ventilating equipment and heaters and Holliswood



I. L. Griffin
of Hotpoint



E. M. Haines
of York



H. A. Gilbert
of Blonder



E. W. Hubert
of Norge



R. O. Lockman
of West Bend



Z. W. Pique
of Hoffman

appliances. William J. Rosen, general sales manager, will handle the midwestern district; Al Grossman, the western; and Stan Sugerman, the eastern.

Blonder-Tongue Laboratories, Inc.—Harry A. Gilbert has been named to the newly created position of

vice president. He will coordinate activities of all line and staff departments in the organization and set the pace for the current expansion program at the electronics manufacturer's plant.

Geo. D. Roper Corp.—John P. Wright has resigned as president

and William C. Waggoner has resigned as vice president. Elected to take their places are Stanley H. Hobson, chairman of the board, who becomes president, and W. G. Vuksnic, treasurer. H. H. Jeske will continue as executive vice president.

Hotpoint—I. L. Griffin has been appointed general manager, refrigeration department, in the division of the General Electric Co. With G-E since 1947, his most recent position was marketing manager, TV receiver department.

And in the division's relations department, Richard J. Anton has been appointed manager. He has been manager, union relations research, for G-E.

Radio Corp. of America—Clyde K. Huxtable has been named manager, television product line development, for the company's sales corporation. He will be responsible for the general product planning and styling of the RCA Victor TV line.

Remington Rand Electric Shaver Division, Sperry Rand Corp.—A. C. Barioni has been appointed assistant general manager. Among his responsibilities will be direction of marketing for the division.

Tobias, O'Neil & Gallay, Inc.—Donald B. Smith has been named executive vice president, consumer division, of the agency's Chicago office. Formerly, he was a senior account executive with the Leo Burnett Co.

West Bend Aluminum Co.—Robert O. Lockman has been elected vice president for sales for the West Bend, Wis., manufacturer. He has been general sales manager for the past year and will continue in that position.

Burgess Vibrocrafters, Inc.—Ted Uly has been named assistant sales manager for the Grayslake, Ill., manufacturer of electric sprayers, can openers and other appliances. Ken Eich will replace him as eastern district sales manager.

Norge—E. W. Hubert has been appointed national sales manager of combination washer-dryers for the division of Borg-Warner Corp. He has been with the company on general product sales assignments since September, 1959.

York—Edward M. Haines has been elected to the new position of vice president and assistant to the president for the division of Borg-Warner Corp. He has had a broad experience in administration, operations and sales in both the industrial and appliance fields.

Hoffman Electronics Corp.—Z. W. Pique has been appointed vice president, marketing, and Donald C. Bright is general manager of the new industrial electronics division.

world's leader in 3-way combos



MODEL KA215



MODEL KD223



MODEL KD222



MODEL KB216

120 COMBOS

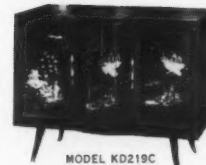
...the industry's most complete line!



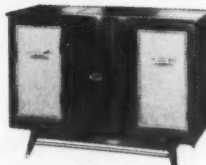
MODEL KD219



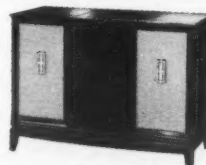
MODEL KD218



MODEL KD219C



MODEL KH436



MODEL KH437

... and first in dealer profits!

• Again in 1960, Olympic leads the industry in sales of TV-Stereo Phono-Radio combinations!

• And again, Olympic dealers from coast to coast earn full profits from every sale, through the industry's most successful pricing-merchandising formula!

• These Olympic home entertainment centers lead the industry with extra sales features... like the 3-D demo... "lights that sell"... the exclusive Stereo Switchboard... hand wiring... power transformers! And with fine furniture stylings for every locality, every taste, every price range.

Call your Olympic distributor for the full-profit combo story!

OLYMPIC

DIVISION OF THE SIEGLER CORPORATION



OUR SILVER
ANNIVERSARY...
YOUR BIG
PROFIT YEAR!



Like to Laze Around in Bed?

THIS REMOTE CONTROL air conditioner from Whirlpool lets you keep your room cool without stirring from under the sheets. And the thermostat's in the control panel, so you're dialing temperature for you, not the unit.

WORLD NEWS

● Thanks to electricity, West Berlin has a new skyscraper.

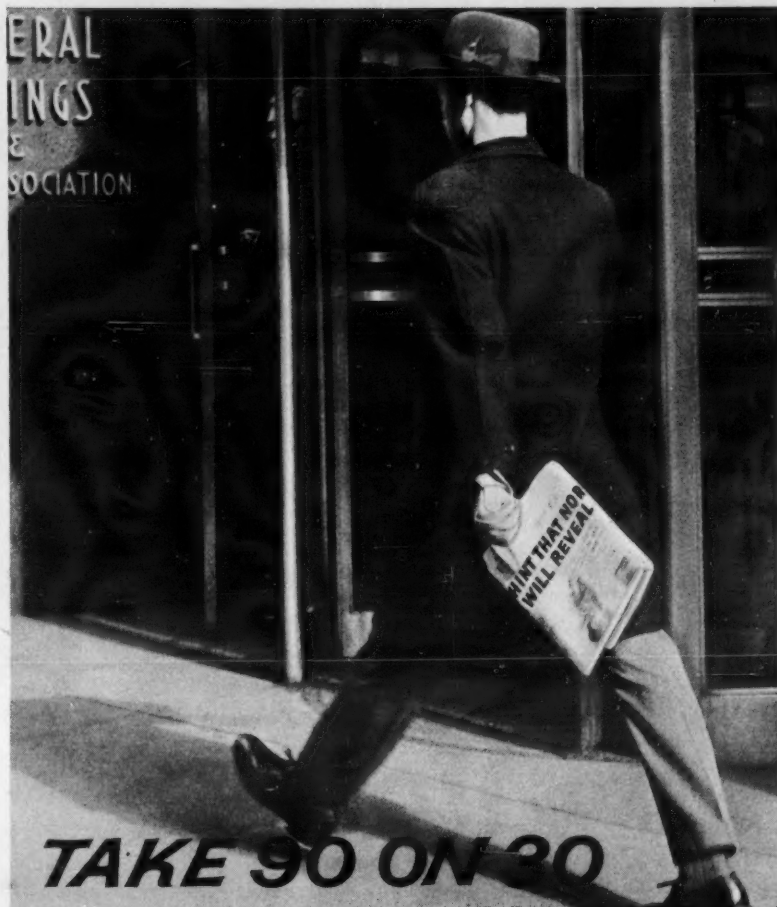
● Canadians exchange verbal volley over prices.

BERLIN (McGraw-Hill World News)—West Berlin's tallest building, the 262-foot "Haus der Elektrizität," has been dedicated by Mayor Willy Brandt. It took 14 months to build and cost \$2.5 million. Fifteen of the building's 24 floors are occupied by the Telefunken GMBH, one of Germany's biggest radio and TV equipment manufacturers.

LONDON—Although sales of pho-

nograph records for December, 1959, were 20% over December, 1958, total British production for the year fell 2% to \$38.1 million, according to the Board of Trade.

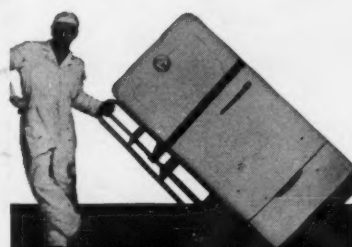
MONTREAL—Prices on household appliances have been dropping steadily in Canada. Over the last seven years, they have decreased about 18%. A. J. Illingworth, president of the Canadian Institute of Stove and Furnace Manufacturers, cited the figure in reply to a recent accusation by the Royal Architectural Institute of Canada that: "Building costs have not increased disproportionately in the last six years, but the cost of land and household appliances has risen well out of proportion."



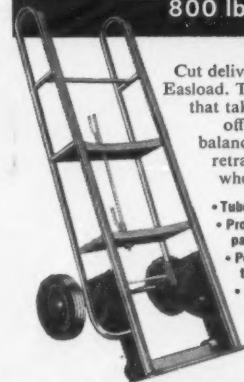
TAKE 90 ON 30

WITH

NORGE



It's so easy
to deliver appliances
with an
EASLOAD
Safely handles an
800 lb. load



Cut delivery costs with Easload. The only truck that takes the weight off the man and balances it on large retractable wheels where it belongs.

- Tubular slide runners
- Protective rubber pads
- Positive ratchet-type cincher
- Large ball bearing wheels cushioned on 10x2.75 tires

Order Easload today — on MONEY BACK GUARANTEE of satisfaction (F.O.B. L.A.)... only \$57.50
Colson Equipment & Supply Co.
1317 Willow Street, Los Angeles 13, California

EASLOAD APPLIANCE TRUCKS

There are
plus profits
in Paragon
appliance
timers



Write:

PARAGON
ELECTRIC COMPANY

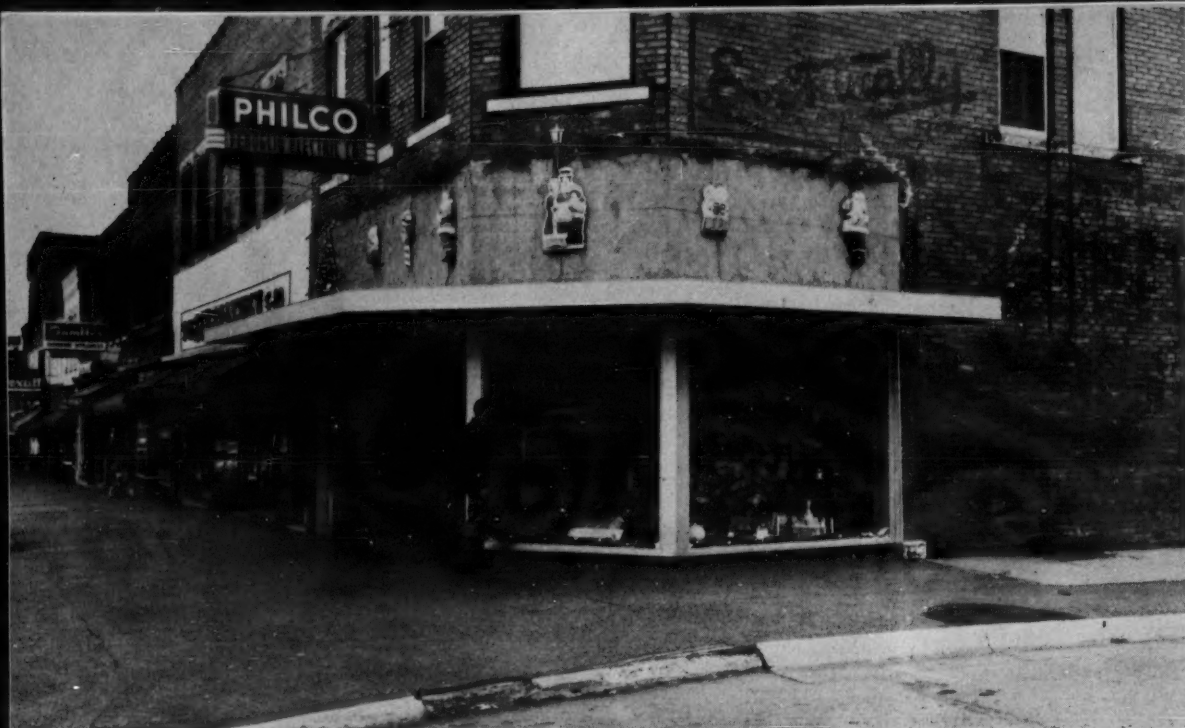
1638 Twelfth St. • Two Rivers, Wis.

TIME IS MONEY — CONTROL IT WITH PARAGON



'Living Color Handicap' Winner's Circle

HOST AT HIALEAH track for 150 Florida color TV dealers and families was Seacoast Appliance Distributors, Miami. Here, Stan Glasser, second from right, Seacoast president, presents a plate to representatives of the winning Widener Stables. Looking on at left is RCA's Vaughn Monroe.



This building in Marseilles, Ill., is 75 years old, but John Fenoglio's appliance store is as modern as can be. He invested \$7,000 to make it that way and he did it for a simple reason . . .

Remodeling Saved His Business



SECTIONALIZED STORE was made possible by installing long counter down center of building to house traffics. Majors are displayed against the walls while records are at rear so browsers don't block the aisles.

ONE-MAN OPERATION was kept in mind when Fenoglio planned new store. This bullpen, at the end of the traffic appliance counter, puts him right in the middle of everything.



After a decade on Main Street in Marseilles, things were pretty much at a standstill for Fenoglio. And there were some solid reasons for the slowdown.

The biggest reason: the Fenoglio store itself.

In 1947, it had replaced a chain food store in a 75-year-old building. The store was small and cramped with scanty room for service and none for warehousing. Lighting was poor, the floors and walls drab and window space too small for imaginative display.

"Let's face it," he says now, "that old place was a junk shop. I knew I had to do something to save my business."

Fenoglio spent \$7,000 taking his store apart and putting it together again—with some help from Marseilles' Union National Bank, which encourages local merchants to improve their property. For his money he got a rebuilt front—with big, big windows—new lighting, a brightly colored tile floor and a 25x25-foot addition at the rear for service and warehouse space. The entire job was done by local contractors, a must in a small town. When the work was finished—in December, 1957—Fenoglio had just about what he wanted.

It was evidently just what his customers wanted, too. "Business jumped at least 10% in 1958," Fenoglio says. "And 1959 proved still better."

"We began getting back customers we hadn't seen in years. It gave us such a shot in the arm, I only wish we'd done it sooner."

Specifically, TV sales increased by two or three units a month—this year Fenoglio will sell at least 100 sets. White goods sales rose, nicely and records and traffics are all moving better. The store is starting to pull some shoppers away from Ottawa—a town of 20,000 only 5 miles west of Marseilles.

"When they started coming from Ottawa, I knew we'd done the right thing," Fenoglio says.

The store was planned for a one-man operation. Traffics are on a long counter running down the center of the store, with majors lining the walls on either side. An arched doorway separates the service department from the display area.

John Fenoglio designed his windows so they would make the whole store a display. The windows are angled to attract not only shoppers on Main Street but also motorists on U.S. 6, which runs about 100 feet north of the store. Fenoglio puts in several months of spare-time work planning and arranging his displays, feeling they're his best form of advertising. He also advertises in the Marseilles paper and in the Marseilles pages of the Ottawa Republic-Times. About 50% of his volume comes from a thriving electrical contracting business.

UTILITY NEWS

Carolina Power & Light Co. has asked the utilities commission to approve a complete "modernization" of all its rates, except to textile companies, effective April 1. Most changes would effect residential users by eliminating "demand" and "excess capacity" charges, replacing the three present schedules with one uniform rate.

To pull the string at the local level, the Tennessee Valley Public Power Assn. will build its May 16-July 16 room air conditioner sales drive around a \$10 consumer bonus. Big central systems will bring bigger bonuses.

An "Electric Heating Fair," the first of its kind in Arkansas, is being held this month at the Arkansas Power and Light Co. headquarters in Little Rock. Displays include heat pumps, portable and built-in resistance heating equipment and insulation exhibits. An added attraction: AP&L is offering a "Treasure Chest" of heating prizes worth \$1,500.

Fire to wire is the object of a current Florida Power Corp. "Switch to Switches" range and water heater replacement push. Dealers get \$5 bonuses for every fire-to-wire sale.

"Your money back if you're not satisfied," Commonwealth Edison—Public Service, Chicago, is promising in its current three-month electric clothes dryer push. Twelve brands of 240-volt automatic dryers are covered by the offer, available to all residential customers in Commonwealth's 11,000-square-mile service area.

Back to school is the byword at a couple of Connecticut utilities. The United Illuminating Co., Bridgeport, recently awarded certificates to 40 area residents for completing an electric home heating course it sponsored. And, on the trade side, 95 men, representing 47 participating plumbing and heating contractors in the New Haven area, are currently attending service classes at the New Haven Gas Co.

Southern Counties Gas Co., in California, has named two men to new positions. John R. Feehan is the new business supervisor of the San Gabriel Valley division sales staff. And Vincent E. Singleton is the utility's staff representative, air conditioning, in the Los Angeles office.

More appointments: Eugene W. Sommerville has been promoted to general superintendent of The United Illuminating Co., Bridgeport, Conn., and, at the same utility, Floyd W. Buck has been named engineering manager.

For the second year in a row, Southern California Edison led the nation in awarding Gold Medallions to home and apartment builders for all-electric excellence.

Atlantic City residents have 1,000 more turkeys and electric ranges thanks to an eight-week sales push conducted by Atlantic City Electric Co., along with 200 Reddy Kilowatt dealers. Winning gimmicks: Free turkeys, 36 months to pay, no money down.

Utility Fights Oil with Mortgages

British Columbia Electric Co. has "reluctantly" entered the home mortgage field, "to combat programs offered by oil companies," a company spokesman told McGraw-Hill World News. Specifically, B. C. Electric is fighting the Imperial Oil Co.

Last autumn, Imperial offered second mortgages up to \$1,200 for a seven-year period to buyers of new homes with any make of automatic oil furnace and a storage tank capacity of 250 gallons or more. And the buyer had to promise to use the company's furnace oil during the life of the mortgage.

Imperial says its interest rate is pegged at the rate the applicant

pays on his first mortgage, but it can't be less than 6%. Interest rates on conventional first mortgages in the Vancouver area run between 6½ and 7½%. Under private financing at prevailing rates, a \$1,200 seven-year second mortgage at an interest rate of 7% might cost an additional 18 to 21%.

B. C. Electric is offering second mortgages of up to \$1,400 payable over seven years to purchasers of new homes with natural gas equipment. The utility will lend \$1,100 (through recognized building contractors) to homeowners installing gas and water heating. It will up that to \$1,400 if they install a built-in gas range. Interest rate is 7%.

Yankee Utility's Dealers Report Blankets Did Best

Probably because of the big push United Illuminating Co., Bridgeport, Conn., put on this fall. Blanket sales in Bridgeport were up 87.8% over 1958. And New Haven dealers racked up a 188% increase.

Total volume for last year: Bridgeport, \$6,700,000, a record; New Haven, \$7,600,000, second best year on the books.

In Bridgeport, room air conditioner sales were up 58%; electric dishwashers, 37%; laundry combos, 20%; clothes dryers, 13%.

In New Haven, dealers sold 9,963 TV sets, 7,784 automatic washers, 6,124 refrigerators, 4,090 electric blankets and 3,149 electric clothes dryers.



"Our Yellow Pages advertising sends us many customers for new sets and service"

says Bill Streiff, Prop., Bill Streiff Television Service, Gulfport, Miss.

"Folks around here are plenty brand-conscious, and they usually look for the brands they want in the Yellow Pages. That's why we feature brand names in our Yellow Pages ad and under several trade-mark headings. That way, brand-name buyers are bound to find us.

"Another thing the Yellow Pages do is keep our telephone number in front of service customers. Since they don't call us very often, they forget the number. But our Yellow Pages ad is always there to remind them.

"Incidentally, I'm happy with the way the telephone company promotes the Yellow Pages on television and in magazines. The more people use the directory, the better our opportunity for getting new business."

Promote *your* brand-name products with a Yellow Pages advertising program that will tell people *where* to find you. The Yellow Pages man will help you create the plan that will most profitably serve *your* business. Call him at your Bell telephone business office today.

RCA VICTOR
TELEVISION
RADIO, PHONOGRAPHS
TAPES, RECORDERS
RECORDS
World Leader in Radio.
First in Recorded Music.
First in Television.

**RADIO AND TELEVISION
SALES AND SERVICE**
RCA VICTOR
ZENITH TELEVISION

BIG COLOR TELE
WE INVITE YOU TO SEE C
CALL FOR TIME OF THE
Buy Your T.V. 1
90 Days
From
• CALLS MADE SAME
• WE SERVICE ALL IN
• ANTENNAS INSTAL
Open 9:00 a
Dial U
Bill Streiff
911 PINE ST.
GULFPORT, MISS.

"WHERE TO BUY THEM"
DEALERS
BILLOXI
FRIENDLY APPLIANCES INC.
1102 W. Grand St.
LUCKIE'S RADIO & TV SERV
2401-B Pine St.
GULFPORT

FAYARD'S ELECTRIC CO.
1114 2nd Street An Long St.
GULFPORT APPLIANCE CO.
2104 13th
LUCKIE'S RADIO & TV SERV
2812 13th
PECO'S TV & APPLIANCE
1425 25th
STREIFF BILL TELEVISION SERV
110 Pine St. Gulfport
UN 3-2402


DISPLAY AD (shown reduced) in the Yellow Pages helps sell Streiff's TV service and brand-name products. Firm considers the Yellow Pages a must. Brand-name listings under the Zenith and RCA trade-mark headings are also part of Bill Streiff's Yellow Pages program.

Find Us First
In The
Yellow Pages

Display this sales-building emblem wherever your prospects can see it.
The Yellow Pages representative will gladly supply as many as you need.

MERCHANDISING SUPPLEMENT NEW PRODUCTS— NEW SALES

Specify



LIFSCHULTZ

*...and
be sure!*

60 Years of
Dependable
Service!



LIFSCHULTZ
FAST FREIGHT
FASTEST TO BOTH COASTS!

FAMOUS

Mend-it-sleeve



Permanently splices broken wires and coils in electric appliances, automotive and industrial equipment. Make repairs and splices quickly, cheaply. 5 sizes.

Just insert wire ends and crimp tight with ordinary pliers.

WRITE FOR CATALOG & FREE SAMPLE

MEND-IT SLEEVE MFG. CO.
3125 Gloria Terrace Lafayette, California

DISTRIBUTOR NEWS

Admiral Sales Corp. has announced two job changes. Lawrence E. Murphy has been appointed manager of major appliance accounts. He was major accounts manager for Westinghouse in Miami and previously was president of Southern States Distributors, Admiral distributor in south Florida. Joseph J. Casale has been named regional sales manager.

Paul J. Kennedy has been made district manager in the Cleveland sales and service branch of Thor Power Tool Co.

Hendrick F. Lancaster of Orgill Bros. Co. Inc., Memphis distributor, has become assistant sales manager of the King Stove and Range Co. at Sheffield, Ala. His responsibilities are being split among other buyers on the Orgill staff.

Superlatives made news in Houston, Tex., during January. Automatic Distributing Corp., the oldest Norge distributor, sold over 500 home appliances in a week, the biggest Norge week in almost 29 years.

Carrier-Bock Co., Dallas, was the number-one Carrier distributor in air conditioning dollar volume with over \$5 million for the year.

Zenith Sales Corp. held the first of a series of merchandising training classes in Dallas. L. C. Truesdell, president, conducted the meeting; Alex A. Greenberg, manager, supplier relations, National Retail Furniture Assn., spoke.



Distributor Gives Salesman the Bird

A REAL ONE. M. M. Green, sales manager, Northeastern Distributors, Inc., Norge, Boston, Mass., is handing over the 20-pound turkey as a door prize at his company's annual "Retail Salesman's Family Day." The event, usually in January, draws around 500 salesmen and members of their families. Green says the day is an "unusual opportunity for informal, subtle sales training."

DISTRIBUTOR APPOINTMENTS

AMANA REFRIGERATION, INC.
—Luethi & Welch, Inc., Columbus, Ohio; Anderson Distributing Co., Salt Lake City.

MATTHEW STUART & CO., INC.
—Trix Distributing Corp., New York.

THE HOBART MANUFACTURING CO., Kitchen Aid Home Dishwasher Division—Dean C. Haggardt, San Francisco, (as factory rep for the Pacific Northwest).

SYLVANIA HOME ELECTRONICS CORP.—Graybar Electric Co., Inc., Los Angeles; Republic Electric Co., Davenport, Iowa.

LEWYT CORP.—George Rosen Co., Baltimore.

CAPEHART CORP.—Capehart Division, Joyner-Menly Co., Oklahoma City.

GIBSON REFRIGERATOR DIVISION, Hupp Corp.—Cook Distributors, Inc., Buffalo, N. Y.

1960 MAGIC CHEF

PROVEN IN THE MARKETPLACE

Harry Thomas,
Sam Thomas Mercantile Company,
Quitman, Louisiana, says:

*"We are winning the
battle for better profits with
the Magic Chef line."*

PROVEN—by 33½% increase in dealer outlets!
PROVEN—by 96% increase in sales!

**Magic
Chef**
CLEVELAND, TENN.

Ballyhoo and Barking Begin Kitchen Fete

The push will last through March and April. Barker with the big voice: Edison Electric Institute.

The carnival kick is part of the Institute's Live Better Electrically program. Like all LBE promotions, this one runs the gamut of media and merchandising helps.

Member companies will run eight-page four-color ads to rally the industry to the cause. Kits for dealers who nibble at the bait include newspaper ad ideas, radio scripts, trade ad reprints and a point-of-purchase material kit, with window banner or wall poster, pennants and appliance hang tags.

Backing up the grass roots efforts, LBE is running ads in a couple of big consumer magazines.

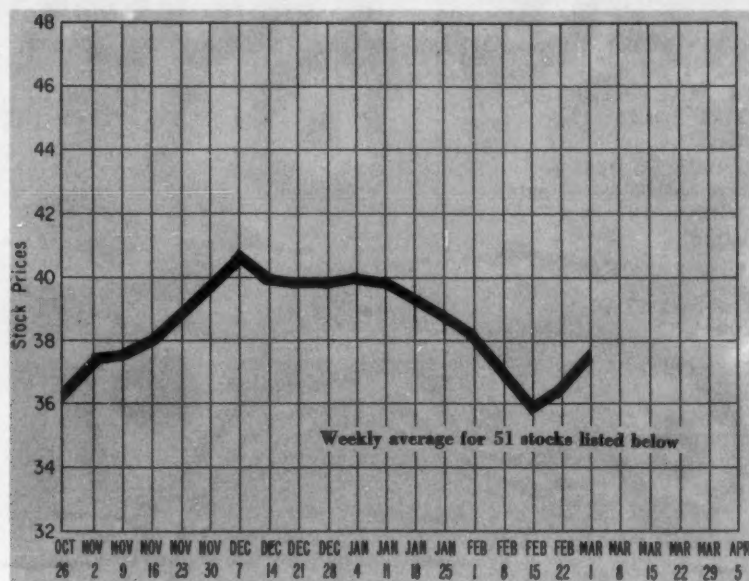
Dealers Get Dough For Displaying Sets

Under a "lend lease" plan at Hynes Bros., Inc., Washington, D.C., dealers have to buy and display a minimum of five Andrea models—TV sets or stereophonic instruments. Then Hynes gives them a free floor plan—and pays the interest.

The distributor pays \$5 a month per set, for six months, if five sets are kept on display. In effect, according to Andrea, Hynes is "leasing" a section of the dealer's floor space at \$25 a month. Twenty-two new dealers signed up the first month the plan went into effect.

TAKING STOCK

A quick look at the way in which the stocks of 51 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS	1959-1960 HIGH	1959-1960 LOW	CLOSE FEB. 19	CLOSE FEB. 29	NET CHANGE
NEW YORK EXCHANGE					
Admiral	29 1/2	17	20 3/4	21 1/4	+ 1/2
American Motors 2.40a	96 7/8	25 1/2	73 5/8	75 1/2	+ 1 7/8
Arvin Ind. 1	36 7/8	23 3/8	25 1/8	23 3/8	- 1 1/2
Borg Warner 2	48 1/2	37 3/4	44 1/8	42 1/8	- 2
Carrier 1.60	48 1/2	34 5/8	38 1/2	35 1/2	- 3
CBS 1.40B	48 3/4	35	—	39 7/8	- 1/8
Chrysler 1	72 3/8	50 5/8	59 1/8	56 1/8	- 3
Decca Records 1	21 1/2	17	18 1/8	20 5/8	+ 2 1/2
Emerson Electric 1	38 1/4	33	35 1/2	37 1/8	+ 1 5/8
Emerson Radio .50F	26 5/8	12 1/8	15 1/2	14 3/4	- 3/4
Fedders 1	22 1/8	16 1/2	18 1/2	18 1/8	- 3/8
General Dy. 2	66 1/2	42 1/2	48 3/8	47 5/8	- 7/8
General Elec. 2	99 7/8	74	89 5/8	89 1/2	- 1/8
General Motors 2	58 7/8	45	47 5/8	46	- 1 5/8
General Tele. 2.20	85 1/8	60	77	75 1/2	- 1 1/2
Hoffman Elec. .60	37	22 3/4	25 1/4	27 1/4	+ 2
Hupp CP. 3/8F	13 1/4	5 1/4	11 1/8	13	+ 1 7/8
Magnavox 1	40 3/8	31 3/4	35	38	+ 3
Maytag 2A	44 1/2	32 1/4	40 1/2	39 3/8	- 1 1/8
McGraw-Edison 1.40	48 3/4	37 1/4	44	44 1/2	+ 1/2
Minn. Mining & Mfg. 1.60XD	186 1/8	111 1/2	170 1/2	186 1/8	+ 15 5/8
Montgomery Ward 2	53 1/2	40 1/2	49	47 3/4	- 1 1/4
Monarch 1.20	24	14 5/8	14 7/8	14 3/8	-
Motor Wheel 1	23 3/8	16	20 1/4	19 3/8	- 3/8
Motorola 1 1/2	177	57 1/2	153	165	+ 12
Murray CP	31 3/8	25 3/8	27	26 1/2	- 1/2
Philco 1/4G	36 3/4	21	30 3/8	33	+ 2 5/8
R.C.A. 1B	73 1/4	43 1/8	64 1/2	68 1/4	+ 3 3/4
Raytheon 2.37T	73 7/8	43 1/2	46	46 7/8	+ 1/8
Rheem .60	30 1/8	17 3/4	23 3/4	23 1/4	- 1/2
Ronson .60	14 3/4	10	10 3/4	10 7/8	+ 1/8
Roper GD	34	16	16 3/8	17 1/2	+ 1 1/8
Schick	17 7/8	12	16	15 5/8	- 1/8
Siegler Corp. .10E	45 1/8	23 1/8	32 1/4	36 1/8	+ 3 7/8
Smith A. O. 1.60A	64	43	44 7/8	45 1/4	+ 3/8
Sunbeam 1.40A	67	50	55 1/8	58	+ 2 7/8
Walbilt .10G	8 1/8	3 5/8	6 1/2	6	- 1/2
Westinghouse 1.20	57 1/4	45 1/2	50 1/2	50 7/8	+ 3/8
Whirlpool 1.40	39 1/4	28	30 1/8	29 7/8	- 1/4
Zenith 1.60	136 3/4	87 1/4	99 1/2	105	+ 5 1/2
AMERICAN EXCHANGE					
Casco Pd. .30G	9 3/4	4 5/8	8 1/8	8 1/4	+ 1/4
Century Elec. 1/2	11 1/4	9 1/8	9 7/8	9 7/8	-
Du Mont Lab.	9 7/8	6	8 1/8	8 7/8	+ 1/4
Herold Rad.	12 1/8	5 1/2	6 1/4	6 1/8	- 1/4
Ironrite .20	8 3/4	5 1/8	7 1/8	8	+ 7/8
Lamb. Ind.	6 3/4	3 3/8	5 3/8	6 5/8	+ 1 1/4
Muntz TV	7 7/8	1 5/8	5 1/8	5 1/4	+ 1/4
Silex	10 1/8	2 7/8	8	8	-
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	4 3/4	4 7/8	+ 1/8
Travler Radio	—	—	8 3/8	8 1/4	- 1/8
Webcor	—	—	10 7/8	12 1/4	+ 5/8

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: 26 issues were up, 3 reflected no change and 22 stocks were down. The weekly average, in spite of the great number of stocks failing to show a weekly increase, was up a point over last week. Minn. M&M soared 15 5/8 pts. while Motorola registered a gain of 12 pts. Electronics continued to pave the

way in this modest upswing of the 51 key stocks surveyed weekly by EM Week. While the overall market was showing a moderate decline at the conclusion of the day's trading, the upswing in electronics stood out as the one bright spot on an otherwise quiet day of gradually declining prices.



TAKE 90 ON 20
WITH
NORGE



Have you stopped learning?

One of the greatest of all British statesmen, it is said, read all of Gibbons "Decline and Fall of the Roman Empire" in the time intervals of waiting for his wife to dress for dinner.

Once a busy man feels the urgency to learn — and to keep learning — it's remarkable how he somehow manages to find the time and place to do it.

Today, in business and industry, ignorance is the most extravagant bliss anyone can pretend to enjoy. And startlingly enough, it is only when a man really starts to read that he realizes how much there is to learn . . . how fantastically fast the world is moving . . . the supersonic speed of engineering and technology . . . and that just to keep pace with his present job, he must read regularly and well.

If he had to spend countless hours seeking out that which would be most useful in his work, the going might be rough. But, happily, this herculean task has already been accomplished . . . and conspicuously well by McGraw-Hill specialized magazines that span almost every field and function.

Your very own publication, for instance, that you are reading right now. Read it inquisitively. Read it imaginatively. Pass it along to your fellows, tell them how much you get out of it.

Men who read more . . . earn more!

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CASWELL SPEARE, PUBLISHER

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WAYNE SMITH, PROMOTION AND CIRCULATION MANAGER

PETER HUGHES, PRODUCTION MANAGER

MARIE RESTAINO, PRODUCTION ASSISTANT

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NEW YORK	WARREN S. ACKERMAN, 500 Fifth Avenue, New York 36, N. Y. OX. 5-5959 H. WILLIAM DAVIS
ATLANTA	WILLIAM O. CRANK, 1301 Rhodes-Haverty Building, Atlanta 3, Ga. JA. 3-6951
CHICAGO	DALE R. BAUER, 520 N. Michigan Avenue, Chicago 11, Ill. MO. 4-5800 EDWARD J. BRENNAN
CLEVELAND	ROBERT J. SCANNELL, 55 Public Square, Cleveland 13, Ohio. SU. 1-7000
DALLAS	F. E. HOLLAND, 1712 Commerce Street, Dallas 1, Tex. RI. 7-5117
LOS ANGELES	RUSSELL H. ANTLES, 1125 West Sixth, Los Angeles 17, Cal. HU. 2-5450
SAN FRANCISCO	THOMAS H. CARMODY, 68 Post Street, San Francisco 4, Cal. DO. 2-4600 SCOTT HUBBARD

1960 SCHEDULED MEETINGS

March 8	Electronic Parts & Equip. Mfrs. Annual Meeting, Chicago
March 16-18	EIA, Spring Conference, Washington, D. C.
March 24	AHLMA Engineering & Research Technical Conference, Sheraton Towers Hotel, Chicago.
March 30-April 1	Gas Appliance Manufacturers Assn., Annual Meeting, The Greenbrier, White Sulphur Springs, W. Va.
April 6-7	NRMA Home Furnishings Group Conference, Biltmore, N. Y.
April 10	National Association of Music Merchants, Southwestern Regional Conference, Hotel Tulsa, Tulsa, Okla.
April 19	Electronic Parts & Equip. Mfrs. Dinner Meeting, Chicago
April 21-22	NRMA Board of Directors, Hotel Statler, Dallas, Texas
April 24-27	NRMA Sales Promotion Div., Mid-year Convention, Paradise Inn, Phoenix, Arizona
April 28-29	Annual AHLMA Convention, Diplomat Hotel, Hollywood-by-the-Sea, Fla.
May 10-14	Appliance Parts Jobbers Assn., Annual Convention, Las Vegas, Nev.
May 16-18	Parts Show, Chicago
May 18-20	EIA Annual Convention, Chicago

A Quick Check of BUSINESS TRENDS

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1957 = 100)	135	127	109	23.8% up* (Dec. 1959 vs. Dec. 1958)
RETAIL SALES total (\$ billions)	17.4	17.8	17.6	7.7% up (12 mos. 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	333	347	321	9.9% up (12 mos. 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	295	290	292	1.1% up (Dec. 1959 vs. Dec. 1958)
FAILURES of appliance-radio-TV dealers	31	16	39	20.5% less (Jan. 1960 vs. Jan. 1959)
HOUSING STARTS (thousands)	75.9	82.3	87.0	12.7% less (Jan. 1960 vs. Jan. 1959)
AUTO OUTPUT (thousands)	154.7**	158.8**	127.7**	21.1% up
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ millions)	19.0 +	18.9 +	17.8 +	6.7% up (4th qtr. 1959 vs. 4th qtr. 1958)
DISPOSABLE INCOME annual rate (\$ billions)	340.6 +	335.1 +	322.9 +	5.5% up (4th qtr. 1959 vs. 4th qtr. 1958)
CONSUMER SAVINGS annual rate (\$ billions)	23.6 +	21.9 +	23.7 +	4% down (4th qtr. 1959 vs. 4th qtr. 1958)
LIVING COSTS index (1947-49 = 100)	125.5	125.6	123.7	1.4% up (Dec. 1959 vs. Dec. 1958)
EMPLOYMENT (thousands)	64,020	65,699	62,706	2.1% up (Jan. 1960 vs. Jan. 1959)

*New index being used. Federal Reserve Bulletin, Jan. 1960.

**Figures are for the week ending February 27, 1960 and preceding week (revised.)

+Figures are for quarters.

++Federal Reserve Bulletin figures (revised).

A Quick Check of INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures this week are shown in bold-face type.

		1959 (Units)	1958 (Units)	% Change
DISHWASHERS	Dec.	69,000	55,500	+24.32
	12 Mos.	579,600	424,700	+36.47
DRYERS, Clothes, Electric	*Jan.	74,177	78,593	- 5.62
Gas	*Jan.	37,426	39,627	- 5.55
FOOD WASTE DISPOSERS	Dec.	75,100	67,800	+10.77
	12 Mos.	774,400	616,500	+25.61
FREEZERS	Dec.	63,200	65,600	- 3.66
	12 Mos.	1,205,400	1,100,900	+ 9.49
INCINERATORS, Gas	Dec.	2,600	6,500	-60.00
	12 Mos.	44,300	51,800	-14.48
RADIOS, Home-Portable-Clock	*Week Feb. 19	225,009	167,788	+34.10
(production)	7 Weeks	1,368,112	1,221,865	+11.96
RADIOS, Automobile (production)	*Week Feb. 19	153,661	106,066	+44.87
	7 Weeks	1,101,211	743,229	+48.16
TELEVISION (production)	*Week Feb. 19	121,577	115,909	+ 4.89
	7 Weeks	911,427	800,805	+13.81
REFRIGERATORS	Dec.	282,600	286,900	- 1.50
	12 Mos.	3,785,000	3,116,700	+21.44
RANGES, Electric—Standard	Dec.	79,800	84,300	- 5.34
	12 Mos.	933,800	810,000	+15.27
Built-in	Dec.	67,700	59,700	+13.40
	12 Mos.	753,000	544,400	+38.32
VACUUM CLEANERS	*Jan.	258,330	242,516	+ 6.52
WASHERS, Automatic & Semi-Auto	*Jan.	202,943	222,893	- 8.95
Wringer & Spinner	*Jan.	52,622	64,598	-20.09
WASHER-DRYER COMBINATIONS	*Jan.	13,964	16,922	-17.48
WATER HEATERS, Electric (Storage)	Dec.	41,300	68,600	-39.80
	12 Mos.	757,600	823,500	- 8.00
WATER HEATERS, Gas (Storage)	*Jan.	215,900	266,200	-18.89

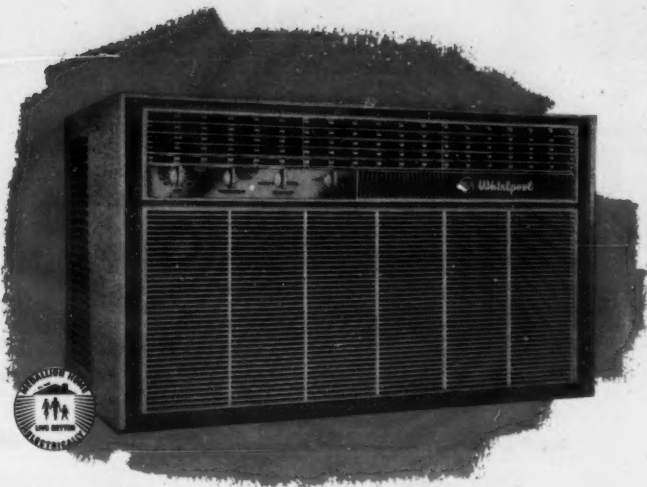
*1960 vs. 1959

Sources: NEMA, AHLMA, VDMA, EIA, GAMA.

RCA WHIRLPOOL AIR CONDITIONERS HAVE SO MUCH

MORE COOLING POWER

yet operating costs are low...
and units are whisper-quiet

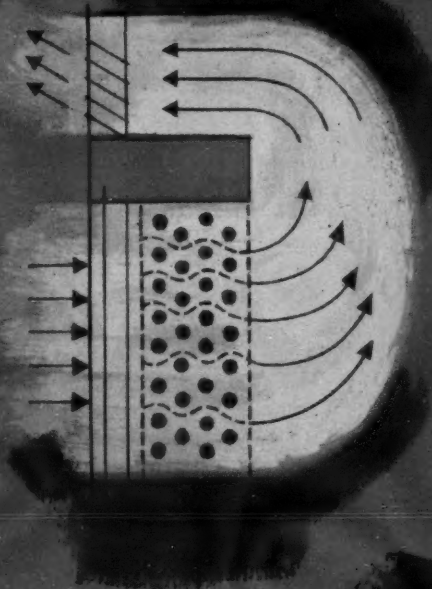


Here are the air conditioners that SELL . . . with less effort on your part. Just tell prospects how the "staggered" coils, located at the air intake, expose incoming air to more cooling area . . . delivering greater BTU output per watt input for more cooling at less cost. Demonstrate the quiet operation . . . just a soothing purr. Mention the chemically-treated Fram filter . . . low, thin, space-saving design . . . efficient humidity control . . . fast exhaust of stale, smoky air . . . and the sale is usually made! In this complete line . . . there are models to meet every need, including reverse cycle and plug-in units. Cash in on the volume-building opportunity RCA WHIRLPOOL air conditioners offer!

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

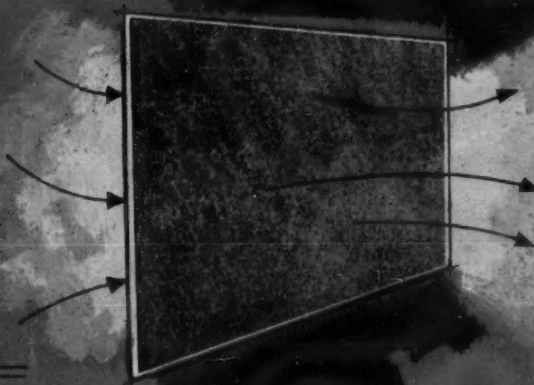
Exclusive "staggered tube" cooling coil

...located at the intake, provides greater cooling area and permits freer passage of air into room.



New chemically-treated filter

...designed to retard growth of trapped bacteria, including those which cause odor-forming mildew.



Whisper-quiet operation

...thanks to spring and rubber mounted, quiet-running compressor and specially-designed silencing chamber.



Your family will love our family of home appliances



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THE ORDERS ARE POURING IN! RESPONSE TO OUR FIRST ADS TERRIFIC! LOBER GUARANTEES BIG POWER MOWER VOLUME TO APPLIANCE STORES!

You, Too Can Enjoy Biggest Profits Ever!

NOW! LOBER POWER MOWERS

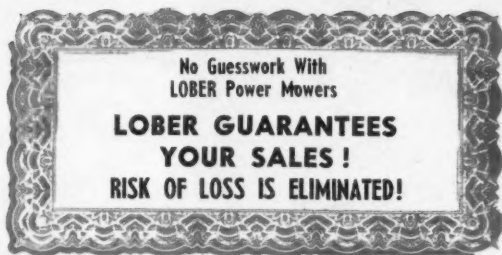
With Impulse Starters!

You're sure to do
volume business!

We Guarantee
Your Sales!



Revolutionary Impulse Starter makes starting a mower easy as winding a clock! Press handle down and the engine starts!



No Guesswork With
LOBER Power Mowers

**LOBER GUARANTEES
YOUR SALES!
RISK OF LOSS IS ELIMINATED!**

© GOES



SPECIAL ENGINE EXCHANGE®

Mr. Buyer, Now You Can Assure Your Customers
complete satisfaction at no loss to you!
Every Lober mower transaction
must be profitable to you!
Inquire NOW for Complete Details
On This Revolutionary Engine Exchange

Quality Mowers,
Union Made

NEW

Super DeLuxe 1960 POWER MOWER

- With Exclusive Impulse Starter
- Big 25-inch (Swath Cut) 3 HP
 - Big 22-inch (Swath Cut) 3 HP

Class will tell! The orders are pouring in! Lober mowers are going out to appliance dealers by the truckload and the carload! And Lober's merchandising program is bringing so many customers in, dealers are selling the mowers almost as fast as they can be delivered! And no wonder! We give you the same top quality and advanced features as the "Big 4" nationally advertised power mowers! We give you unbeatable promotional prices! We guarantee your customers' satisfaction! And we guarantee your sales, 100%! So what are you waiting for—order now, and we'll grow rich together!

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cutting heights



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Throttle Control on
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